

# QUANTIFYING PUBLIC INVOLVEMENT

with

Bryant Kuechle  
Elizabeth Spaulding



**THE  
LANGDON  
GROUP**

## THE LANGDON GROUP

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- Founded in Idaho in 1997
- J-U-B ENGINEERS, INC. company
- 13 professionals in Idaho and Utah
- Specialize in:
  - Public Involvement
  - Facilitation
  - Strategic Communication
  - Situational Assessments
  - Conflict Resolution
  - Online engagement



## What we'll cover today...

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- Common conflicts
- Positional negotiation
- Interest based negotiation
- Barriers to cooperation
- Tips for dealing with the public
- The Project Outreach Planner (POP)



# COMMON CONFLICTS

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## What Are Some Common Conflicts?

- Owner/Contractor
- Agency/Public
- Project Team/Stakeholder
- Interdepartmental
- Headquarters/District
- Supervisor/Staff
- Interpersonal
- Interagency



# FRICITION

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Friction is how wheels propel us on the road



Friction is how things get polished



## OPTIONS FOR ENGAGING CONFLICT

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**Avoid:** Do nothing, delay

**Escalate:** Move conflict to the next level up

**Yield:** Allow the other party to have their desired outcome

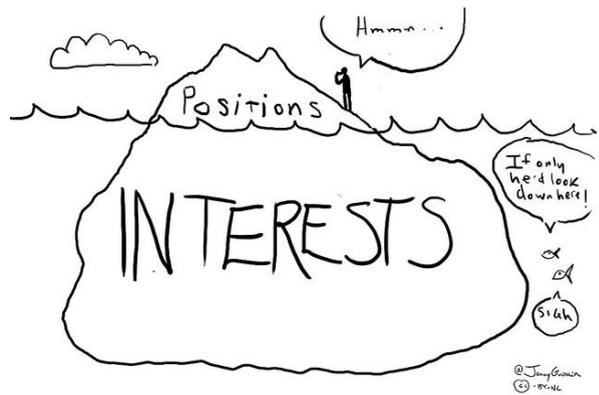
**Domination:** Dictate outcome and use power to achieve desired outcome

**Negotiate:** Process of communication and exchanges seeking to resolve differences



## Positions vs. Interests

- A position is **WHAT** you want.
- An interest is **WHY** you want it.



## POSITIONAL NEGOTIATION

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- Positions are presented as the solution to the problem.
- People engage as opponents who bargain rather than individuals who discuss.
- Claim value for yourself while defending against the efforts of an opponent to do the same.
- There is a “win-lose” approach to resolving an issue or conflict

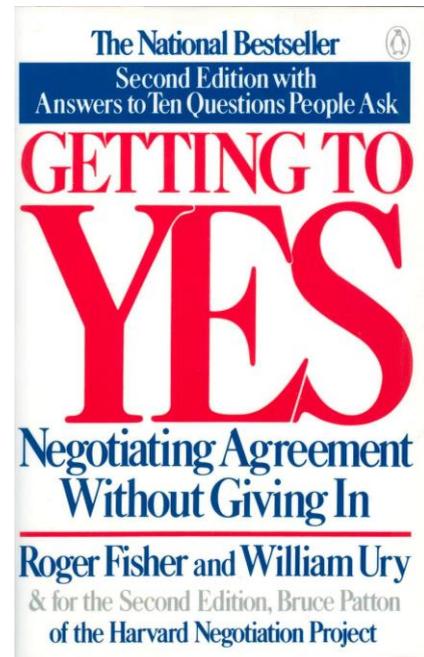


## INTEREST-BASED NEGOTIATION

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### Process of creating value & opportunity

- Joint problem-solving
- Uncover interests
- Generate options
- Search for commonalities
- Win-win potential





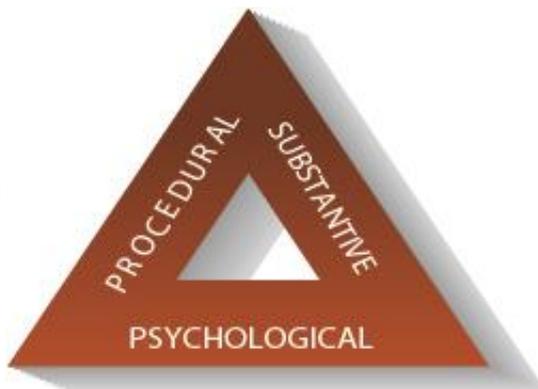
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## **TIPS FOR DEALING WITH THE PUBLIC**

## 1

## Separate the people from the problem

Focus on interests rather than positions.



TRIANGLE OF SATISFACTION

- **PROCEDURAL**
  - Desire for participation.
  - Preferred processes and pace for thinking through issues and making decisions.
- **PSYCHOLOGICAL**
  - How we want to be treated.
  - How we want to feel about ourselves and the other persons.
- **SUBSTANTIVE**
  - Tangible, measurable outcomes or results.

2

## DON'T BE AFRAID



3

## ACTIVE LISTENING

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## 4

**V.E.C.S.**

- Validate
- Empathize
- Clarify
- Summarize



5

# ASK QUESTIONS



6

# PROCESS. PROCESS. PROCESS.

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## 7

**DON'T JUMP TO PROBLEM SOLVING**



*Collaboration Assessment Tool*

**PROJECT  
OUTREACH  
PLANNER**

## CONTACT:

**Bryant Kuechle | Boise, Idaho**

[bk@langdongroupinc.com](mailto:bk@langdongroupinc.com) – 208-739-3048

**Elizabeth Spaulding | Boise, Idaho**

[espaulding@langdongroupinc.com](mailto:espaulding@langdongroupinc.com) – 208-685-9361



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LANGDON  
GROUP**

[www.langdongroupinc.com](http://www.langdongroupinc.com)  
[www.projectoutreachplanner.com](http://www.projectoutreachplanner.com)



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