**Indiana University**

Risk, Trust, Credibility & Public Participation

**Summer 2020**

Effectively serving ‘the greater good’ requires the people being served to believe it’s actually for their own good. Political division, public opposition and outrage, mistrust of institutions and changes in how we communicate makes public perception and engagement critically important and increasingly difficult. Public anger causes public policy gridlock, lawsuits, project paralysis and destroyed credibility in all institutional sectors.

This course will help you understand and move people from rage to reason and engage stakeholders in building consensus for lasting decisions. This workshop, based on real world, practical, proven experience and academic grounding, is a mix of lecture, video, small and large group discussion and real case studies that will give you insight, tools and skills in understanding human influence and motivation to manage the tough public issues that you’ll face.

This workshop will help you make sense of the people that you deal with and work with them effectively.