



C. Douglas Smith

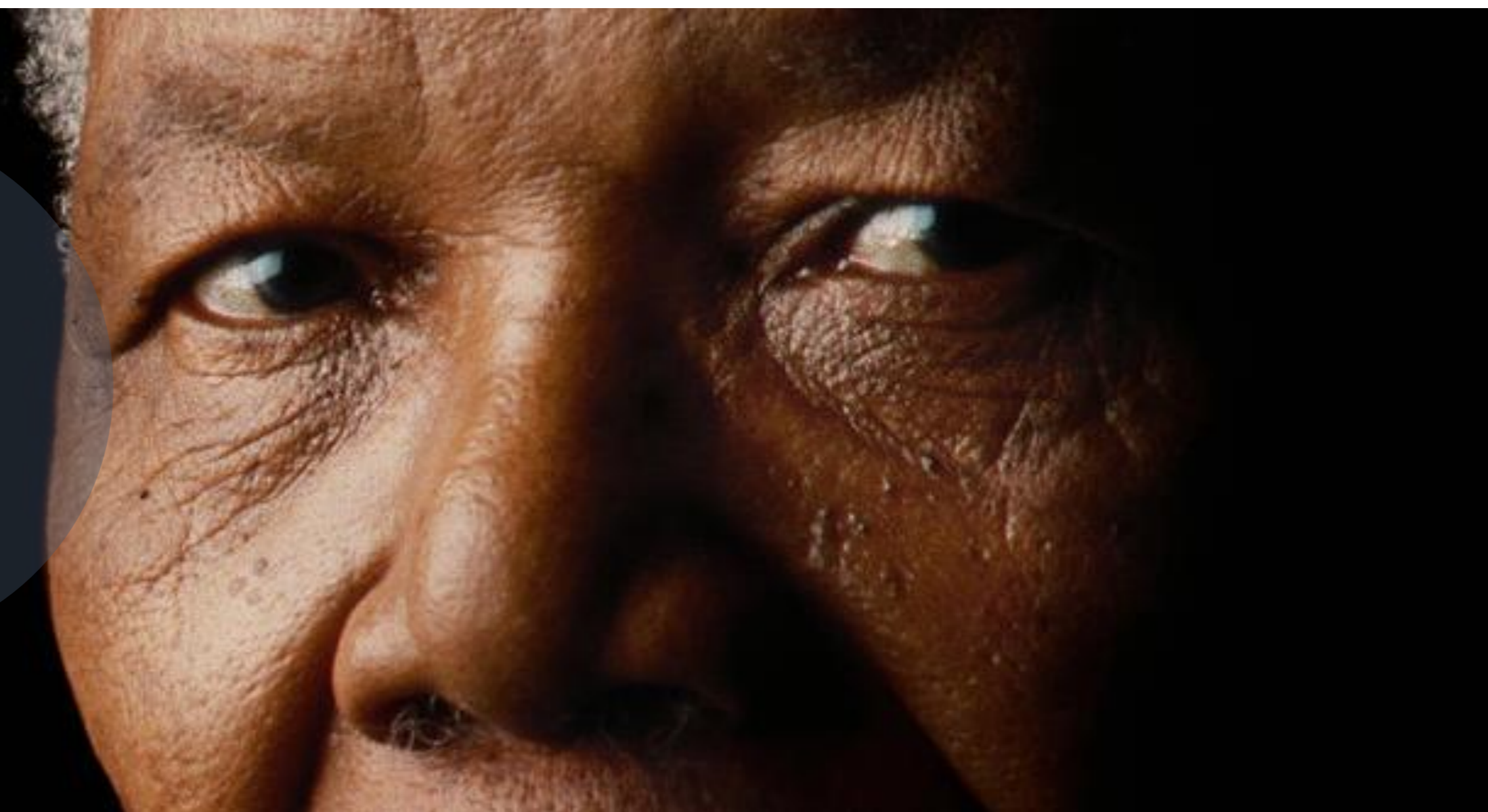
September 20, 2018

www.StornowayAdvisors.com

About Stornoway

Democracy Building and Policy Mediation

“A real leader uses every issue, no matter how serious and sensitive, to ensure that at the end of the debate we should emerge stronger and more united than ever before.”
– Nelson Mandela

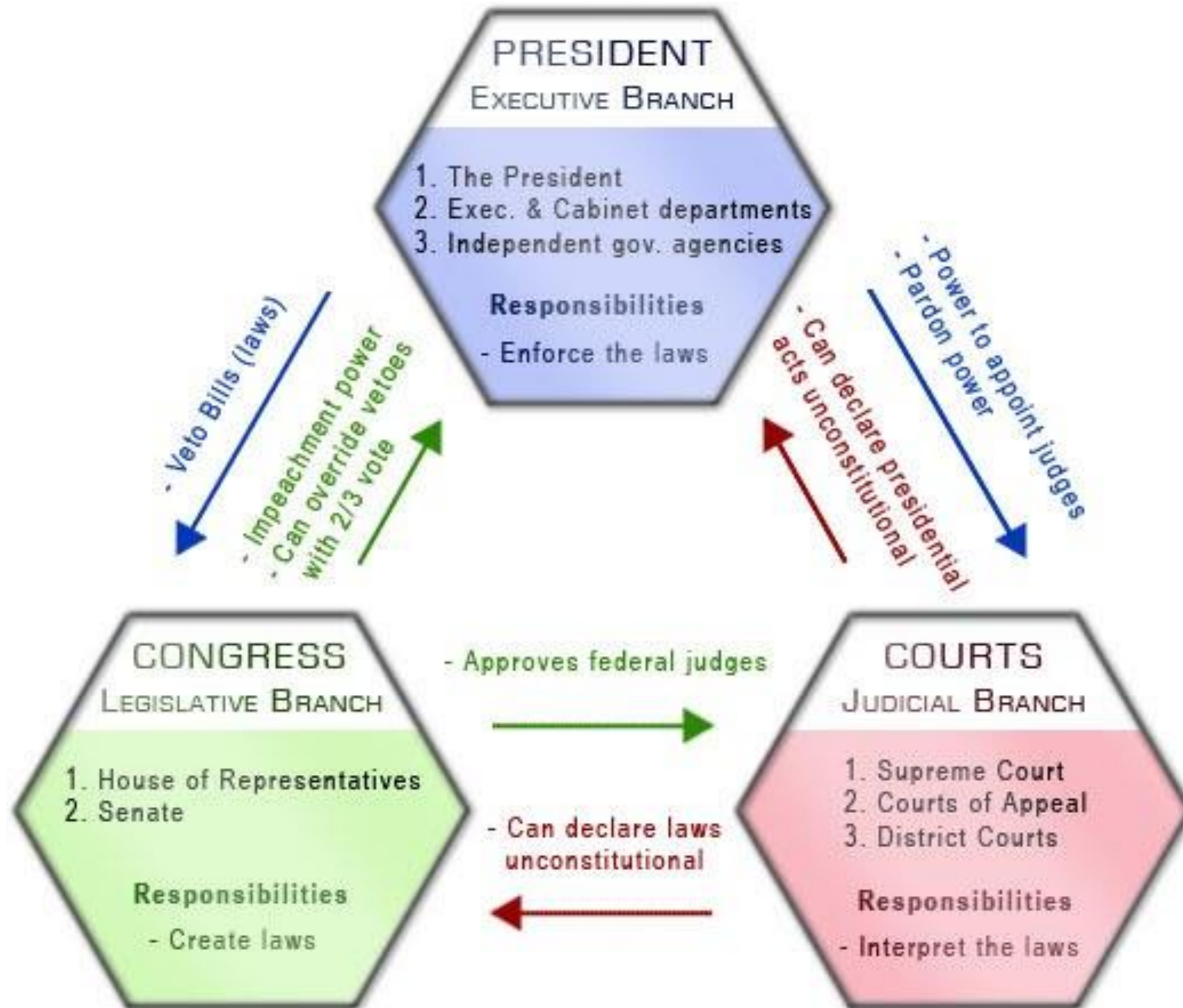


Stornoway is first and foremost an incubator of big ideas in the confluence of public policy, government processes, and social change. Making connections between leaders in the corporate, government, and charity sectors, Stornoway has experience in democracy

building, policy mediation, and organizational development.

- We are applied theorists.
- We are solution developers.
- We are consensus builders.
- We believe in meaningful policy resolutions.





Purpose of Government

Establish the Form and Function



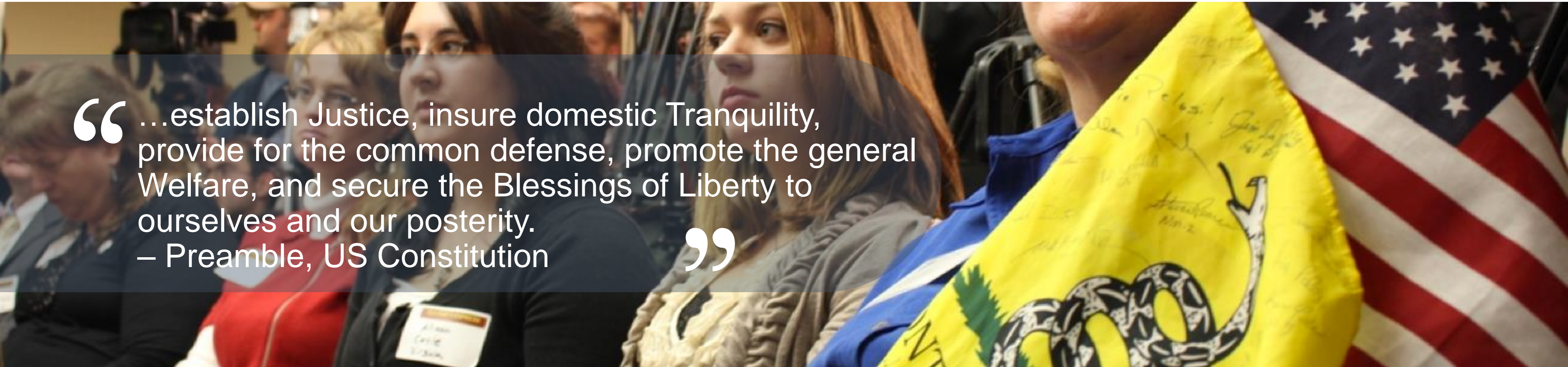
Government was intended to Block Tyranny

Government was intended to give Agency to people, but has historical failures at Equity.

Take America Back is a non-partisan slogan.

Purpose of Government

Establish the Form and Function



“ ...establish Justice, insure domestic Tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our posterity.
– Preamble, US Constitution ”

Tension between Populism and Representation

- Too much democracy
- TABOR
- Nullification

Being anti-government is not new.

It's an American tradition.

Trust Barometer

How Bad is it, Really?

“It is no exaggeration to state that the U.S. has reached a point of crisis that should provoke every leader, in government, business, or civil sector, into urgent action. Inertia is not an option, and neither is silence.”

The public’s confidence in the traditional structures of American leadership is now fully undermined and has been replaced with a strong sense of fear, uncertainty and disillusionment.” Edelman

The Source Awakens

5 Approaches to Engagement



#1

Tree Climbers

VS

Rock Climbers



The Source Awakens

5 Approaches to Engagement

#2 Values Approach

- Lean into values
- What do you represent
Not just who.
Who do you work for?
You are an “US” not a them - this is the philosophical basis of America
- Embrace Idealism
- What does it mean to be an American?

The Source Awakens

5 Approaches to Engagement

#3 Proactive Approach

- Get to the core of conversations/challenges before they are issues.
- Ask your constituents what they stand for.
- Integrate your strategies with colleagues in public safety, education, business, etc?
- Don't compete for funding. Define the challenge and interconnectedness
- Ask people to sacrifice, this is a powerful concept in America.

The Source Awakens

5 Approaches to Engagement

#4 Organizing Approach

- Listen before you talk.
- Read Online Reviews, because the public is reading them.

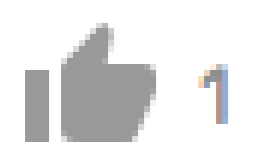


Jennifer Velasco

1 review

★☆☆☆☆ 4 months ago

I just wanted to know when my children's insurance would need to be renewed. A very simple question, and no one would answer the phones, I emailed and emailed the director, no answer. I then called the main office in Richmond and nothing and I even emailed them too and nothing. So I felt I had to be rude to get my point across and still no answer 😡😡😡😡. They are supposed to help the public even when the public has a hard time asking for help because it can be humiliating and then you don't get the help you need and we are considered at fault when things aren't done at the time it's supposed to be. I can't have my children's insurance lapse, and all I want to know is when their insurance needs to be renewed.



Lisa

4 reviews

★☆☆☆☆ 8 months ago

Fire the staff. How is it possible noone takes action? They treat people as if they have the right to disrespect and talk down to those that are seeking assistance. This place is rotten to the core from the top to the bottom. Those in ... [More](#)



3.0  7 reviews

Sort by: Most relevant ▾



Amanda

5 reviews

 9 months ago

The caseworkers can never seem to answer the phone to provide any information.

 Like



Jeanne Grant

3 reviews

 a year ago

Want return your phone calls on time. They're not that busy to refuse calling back

 2



starr cattie

3 reviews

 10 months ago - 

Super nice service and always incredibly helpful!

 Like



Claudia Coleman

7 reviews

★★★★☆ a month ago

They are very helpful. Response time a little slow and getting a hold of someone a little hard. But when you do it's great. I like how helpful and informative they are.

Like



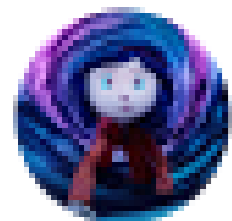
Jennifer Hutchinson

1 review

★★★★★ 11 months ago

boi

Like



Robert Huse

1 review

★☆☆☆☆ a year ago

i want my dad back

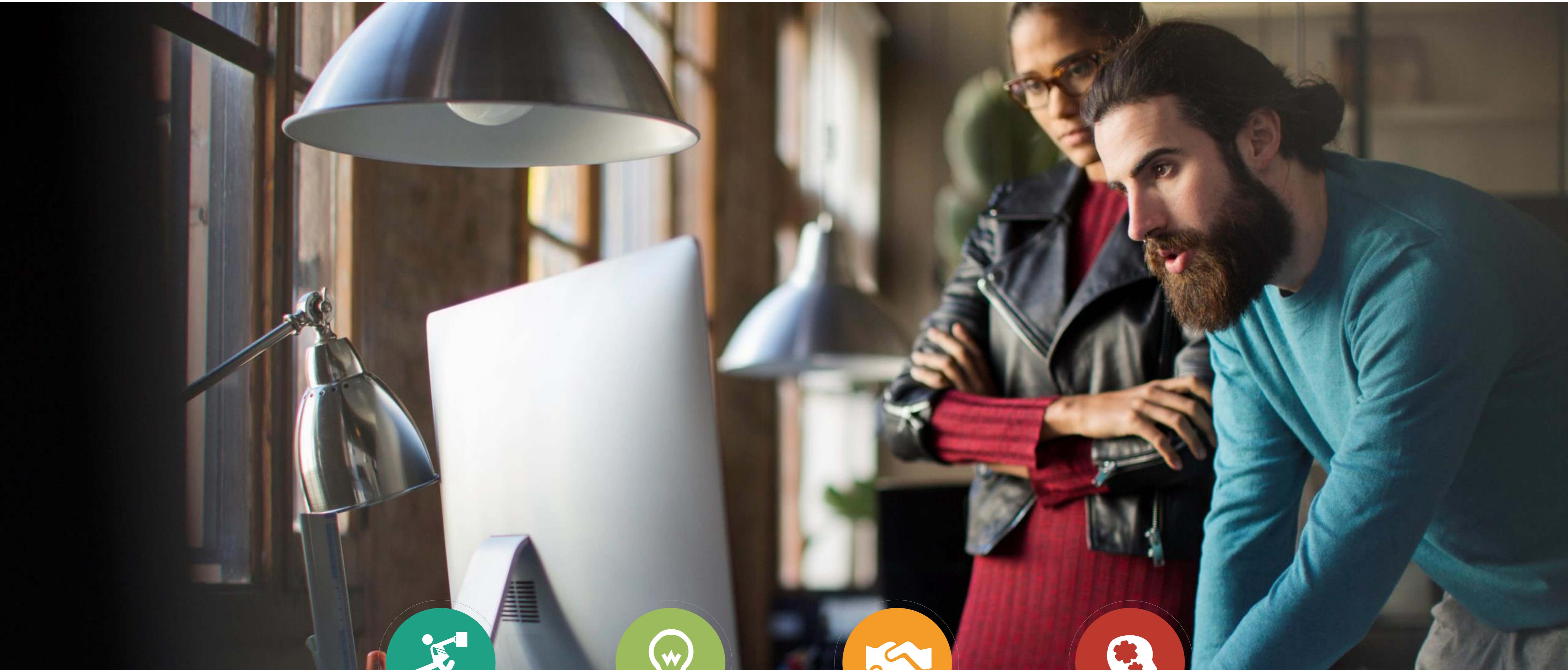
5

The Source Awakens

5 Approaches to Engagement

#5 Innovation Approach

- Your office is a laboratory
- Fear no failure
- Mediate challenges to get to consensus
 - Use processes that engage all stakeholders
 - Share your policy outcomes and models



Energy

Power rises from the bottom



Idea

Create collaboratories



Goals

Elevate the best ideas



Strategy

Rationalism more than mobs

Questions

Emerge Stronger *and More Unified*

*“ A real leader uses every issue, no matter how serious and sensitive, to ensure that at the end of the debate we should emerge stronger and more united than ever before.
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Policy Mediations through the VCU Center for Consensus Building

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