

# PADM 205 – MATI

## Advanced Communication Skills for Local Government Professionals

April 22–27, 2018  
Bowen Island, BC

A partnership between Capilano University and  
the Local Government Management Association of BC.



# 2018 MATI ADVANCED COMMUNICATION SKILLS

## Learn to be a More Effective Communicator

- Deal effectively with upset staff, managers, council, unions, and the public or outside organizations.
- Focus on the issue when handling difficult conversations.
- Give senior team members feedback about their performance and work expectations.
- Manage defensiveness – yours and theirs.
- Mediate workplace conflicts.
- Handle service delivery complaints.
- Address below standard staff performance so that improvement occurs.
- Facilitate discussion around sensitive issues and community concerns.

This course will help you tackle these challenges and more!

## Enhance Your Knowledge and Skills

- Improve communication and negotiation skills with hands-on practice and professional feedback.
- Learn about communications planning and how to manage issues effectively with the public and media
- Understand principles and best practices for communicating with diverse populations
- Apply principles and practices for effective council–staff relations.
- Learn key practices for more effective public consultation.

## Learn from the Best of Them!

### One-on-One Access to Local Government Leaders

- Work side-by-side in small groups with senior local government leaders to discuss conflict situations and how to resolve them.
- Learn strategies for success from local government leaders.
- Network with faculty and peers to share experience and solutions.

## Receive Professional Feedback from a Registered Psychologist who works closely with Local Government Professionals

- Receive personal, executive coaching from Registered Psychologist, **Gerrie Waugh**, of Capilano University.



## Program Objectives

This course is designed to provide local government professionals with an opportunity to participate in communication skill based training to strengthen their individual and team performance. Managing change, collaborating and navigating difficult conversations are essential communications competencies which local government professionals must demonstrate daily. This course will assist participants to become more effective in these areas.

## Time and Place

The 2018 session of MATI Advanced Communication Skills will start at 4:00 p.m. on Sunday, April 22 at Bowen Lodge, Bowen Island. The course will run all week, with participants living “in residence” at scenic Bowen Lodge. For more information about Bowen Lodge, see: [www.bowenislandlodge.com](http://www.bowenislandlodge.com) The program will end at 10:30 am on Friday April 27 so that participants can depart on the mid-morning ferry from Bowen Island. Note that it is a 20 minute ferry trip from Bowen Island to Horseshoe Bay in West Vancouver.





## The Sessions

### SUNDAY EVENING

#### *Communication Essentials*

**Paul Gipps**, CAO, Fraser Valley Regional District and MATI AC Mentor, and **Gerrie Waugh**, Psychologist and Instructor, Capilano University will kick off the week.

- Learn questioning and feedback skills
- Improve assertiveness; give and take skills
- Manage defensiveness; yours and theirs

### MONDAY MORNING

#### *Resolving Conflict Skills*

**Gerrie Waugh**, Psychologist and Instructor, will lead this session focusing on the steps of conflict resolution in difficult conversations including effective listening techniques.

- Link listening techniques to issue-focused conversations
- Identify and respond to community needs
- Handle internal and external complaints

### MONDAY AFTERNOON

#### *Coaching Skills*

**Gerrie Waugh**, Psychologist and Instructor, will lead this session focusing on guiding staff performance, mentoring and promoting employee excellence.

- Practice mentoring techniques to develop staff for present and future needs

### TUESDAY MORNING

#### *Resolving Conflict Skills – Application*

**Paul Gipps**, CAO, Fraser Valley Regional District and MATI AC Mentor, and **Alison McNeil**, Instructor, Capilano University join **Gerrie Waugh** for an interactive session with students to practice skill application.

### TUESDAY AFTERNOON

#### *Effective Council-Staff Relations*

**Paul Gipps**, CAO, Fraser Valley Regional District (FVRD) and MATI AC Mentor, **Paul Murray**, MATI AC Chair and Director of Finance, District of Central Saanich, **Jason Lum**, FVRD Chair and Councillor, City of Chilliwack, and **Allison Habkirk**, Town Planner and former Mayor, District of Central Saanich, will bring their expertise and insights to this key topic.

- Learn to work effectively with elected officials
- Understand roles and manage priorities

### WEDNESDAY MORNING

#### *Negotiating Skills*

**Gerrie Waugh**, Psychologist and Instructor, will lead an interactive session focusing on developing situational skills for different negotiation scenarios.

- Focus on interests, not positions
- Concentrate on issues, not individuals
- Explore solutions which satisfy mutual interests



## The Sessions (continued)

### WEDNESDAY AFTERNOON

#### *Communicating with Diverse Populations*

An experienced team from the City of Vancouver including **Anne Nickerson**, Director, Equal Employment Opportunity, **Cheryn Wong**, Communications Coordinator, Public Engagement, City of Vancouver, **Phillippa Adams**, Patrol Division, Vancouver Police Department, will focus on giving participants tools they need to deal more effectively with diverse populations in BC communities, including potential use of social media for outreach.

### WEDNESDAY EVENING

#### *Leaders Roundtable*

Discuss with senior local government leaders **Paul Gipps**, MATI Mentor and CAO, FVRD; **Kim Grout**, CEO, Agricultural Land Commission; **Emanuel Machado**, CAO, Town of Gibsons; **Norm McInnis**, CAO, City of Fernie; **Ron Poole**, CAO, District of Mission; **Ted Townsend**, Director, Corporate Communications and Marketing, City of Richmond.

### THURSDAY MORNING

#### *Communicating Effectively with and through the Media*

Whether you are working directly with the media or being covered as part of your presentation to Council/Board, effective communications is critical. **Jan Enns**, Communications Consultant and Trainer, leads this interactive session in which you will improve your ability to work with the media to promote your initiative and learn how to respond effectively when they call. Effective use of social media will also be discussed.

### THURSDAY AFTERNOON

#### *Public Consultation Skills*

**Alison McNeil**, Instructor, Capilano University and **Norm McInnis**, CAO, City of Fernie will lead this session focusing on building consensus with stakeholder groups, solving problems around sensitive issues and making local government more accessible to the public. This session will also refer to current practices by local governments in their use of social media.

- Learn key steps for building a successful public consultation program
- Understand how to solve problems around sensitive issues and community concerns
- Discuss innovative ways to make local government more accessible to the public

### FRIDAY MORNING

#### *MATI Advanced Communication Skills Wrap-Up*

**Participant teams** will present demonstrations of what they learned at MATI AC and the graduation ceremony will be held. Participants and faculty will take the mid-morning ferry from Bowen Island.



# REGISTRATION

## University Credit

As with the other MATI courses offered by Capilano University in partnership with LGMA, participants are strongly encouraged to enroll in the program as a 3-credit Capilano University course, PADM 205. Students and employers tell us that they get more out of the course when taken for credit. All credit students will complete 2 short assignments and receive their final grade on the last day of the course.

## International Institute of Municipal Clerks (IIMC)

The IIMC grants the professional designation known as Certified Municipal Clerk (CMC). To earn the CMC designation, you must have the education and pertinent experience required by the IIMC. In terms of educational requirements, each of Capilano University's Local Government Program courses (including all Capilano MATI courses) are accepted by the IIMC towards the CMC designation when taken for credit. MATIs offered through Capilano University each provide 30 points of the total required 60 IIMC points. For more details on Capilano University courses and IIMC requirements, contact Alison McNeil at Capilano University ([amcneil@capilanou.ca](mailto:amcneil@capilanou.ca)) and visit the IIMC website at [www.iimc.com](http://www.iimc.com).

## How to Register

To apply for attendance at MATI Advanced Communication Skills, please go to the special CivicInfo website below and **apply by March 2, 2018. After this date, please contact Alison McNeil to inquire about space availability.**

Register at:

<https://www.civicinfo.bc.ca/event/2018/MATI-AC>

Those taking the course for credit will be given first priority for seats in this course.

## Fees

The fee per participant is \$2,730 (plus \$136.50 GST). This is an all-inclusive fee, which will cover tuition, course materials, accommodation, all meals and refreshment breaks, and all special recreational activities. The fee can be paid on-line by credit card at the time of registration or by sending a cheque for \$2,866.50 to:

Local Government Management Association of BC  
Financial & Program Administration  
Suite 710A - 880 Douglas Street  
Victoria, BC V8W 2B7

## Refund Policy

Refunds will be processed until March 2, 2018 subject to a \$50 LGMA administration fee. After March 2, 2018 no refunds are provided; however, registration may be transferable to another qualified candidate.





# FUNDING ASSISTANCE AND FACULTY

## Board of Examiners Certificates and Scholarships

**M**ATI AC participants will be eligible for a scholarship from the provincial UBCM Commemorative Scholarship fund. Those interested in a scholarship may apply by submitting a scholarship application to the Board of Examiners. Application forms are available on-line from the Board of Examiners website at:  
[http://www.cscd.gov.bc.ca/lgd/gov\\_structure/board\\_examiners/index.htm](http://www.cscd.gov.bc.ca/lgd/gov_structure/board_examiners/index.htm)

If you are working towards certification from the Board of Examiners, please note that MATI AC, when taken as a credit course, will be accepted as an Elective for the Provincial Board of Examiners' certification. For this reason, the Board will award credit students with higher scholarships than non-credit students.

For further information on the Board of Examiners please visit the Board of Examiners' website or email [bcboardofexaminers@gov.bc.ca](mailto:bcboardofexaminers@gov.bc.ca)



## MATI ADVANCED COMMUNICATION SKILLS – GUEST FACULTY TEAM

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|------------------------|---|
| <b>Paul Murray</b>     | Director of Finance, District of Central Saanich, MATI AC Chair               |
| <b>Paul Gipp</b>       | Chief Administrative Officer, Fraser Valley Regional District, MATI AC Mentor |
| <b>Phillippa Adams</b> | Detective Constable, Vancouver Police Department                              |
| <b>Jan Enns</b>        | Consultant and Trainer, Jan Enns Communications Consultants                   |
| <b>Kim Grout</b>       | Chief Executive Officer, Agricultural Land Commission                         |
| <b>Allison Habkirk</b> | Town Planner, Educator and former Mayor, Allison Habkirk Town Planning        |
| <b>Jason Lum</b>       | Chair, Fraser Valley Regional District and Councillor, City of Chilliwack     |
| <b>Emanuel Machado</b> | Chief Administrative Officer, Town of Gibsons                                 |
| <b>Norm McInnis</b>    | Chief Administrative Officer, City of Fernie                                  |
| <b>Alison McNeil</b>   | Instructor and Chair, Local Government Programs, Capilano University          |
| <b>Anne Nickerson</b>  | Director, Equal Employment Opportunity Program, City of Vancouver             |
| <b>Ron Poole</b>       | Chief Administrative Officer, District of Mission                             |
| <b>Ted Townsend</b>    | Senior Manager, Corporate Communications, City of Richmond                    |
| <b>Gerrie Waugh</b>    | Registered Psychologist and Instructor, Capilano University                   |
| <b>Cheryn Wong</b>     | Communications Coordinator, Public Engagement, City of Vancouver              |

*If you have any questions, please contact:*

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