



# Using NRLI skills to improve the manatee rule making process

Scott Calleson, NRLI Class XIV  
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# Situation

- Long history of rule making
- General process set by law
- Usually contentious
- FWC currently proposing zones in Pinellas County
- Practicum: Incorporate NRLI skills into the process





# Stakeholders

- Wide array of stakeholders, including:
  - Boaters (recreational & commercial)
  - Waterfront property owners (residential & commercial)
  - Conservation groups
  - Government agencies (local, state, federal)
  - Elected officials (local, state, federal)
  - General public
  - Local Rule Review Committee





# NRLI techniques used

- Part 1 – Incorporate into general rule making process:
  - Situation assessment
  - Positions vs. Interests
  - Empathic listening
  - Seek to understand before seeking to be understood
  - Hard on the issue, easy on the people
  - Roots of conflict
  - Triangle of Satisfaction
  - Values vs. Perceptions
  - Logic vs. Emotions
  - Pay attention to product, process, & maintenance
  - Dealing with difficult dynamics
  - Increased outreach to / engagement of stakeholders
  - Importance of meeting preparation





# NRLI techniques used

- Part 2 – Reconvene local committee:
  - Many of the techniques already discussed, plus
  - Developing and using a detailed process agenda
  - Using ice-breakers
  - Individual writing
  - Using small groups
  - Listing without discussion
  - Flip charts
  - Open discussion
  - Structured go-around





# Results of Practicum

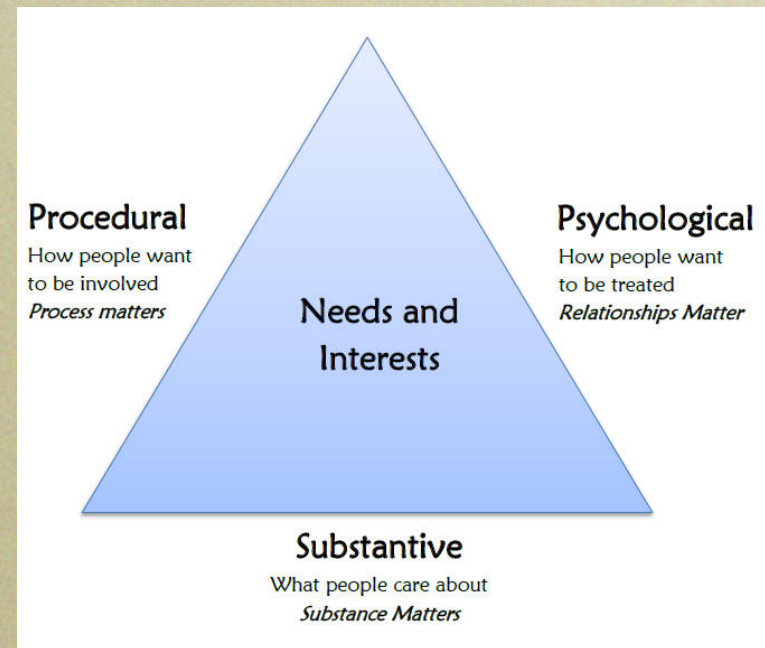
- Part 1 – General rule making process:
  - More public and stakeholder outreach than in the past
  - More dialogue with local and state elected officials than typical
  - Less contentious than expected
  - Final outcome will be known in June...
- Part 2 – Reconvene local committee
  - Eight of the 11 invitees attended
  - Meeting went well and was very productive
  - All participants provided useful feedback and said they appreciated the opportunity to be involved
  - Meeting generated good ideas for process improvement





# Lessons Learned

- NRLI techniques work!!
- I am better prepared to work with stakeholders and I have more confidence in my abilities
- Key take away points:
  - The virtues of empathic listening, and silence
  - Triangle of Satisfaction
  - Process agendas really help





# Next Steps

- Complete the rule making process for Pinellas County, probably in June 2015.
  - Finalize staff recommendations
  - Present them to the FWC commissioners
  - Hope for the best...
- Implement the lessons learned into the process FWC uses the next time a manatee protection rule is considered.
  - Engage stakeholders early and often
  - Seek common interests where possible
  - Improve the local committee process by using the suggestions generated through my practicum





# The End

