

POP



PM

PUBLIC OUTRAGE PREDICTIVE MODELLING



A new way to predict and prevent community opposition from derailing your project.

Public outrage and community opposition has cost Australia more than \$20 billion in project cancellations and delays since 2009. We have to do better, and we can, let me show you how...

SOLUTION

The best way to contain potential public outrage is to intervene early, putting measures in place to minimise the risk of it occurring in the first place.

But you can only do that if you understand the factors likely to create community opposition on your project.

Introducing **Public Outrage Predictive Modelling (POP)**, an innovation that allows project risks to be viewed through the lens of public perception, delivering powerful insights that can be used to reduce, contain and minimise community opposition.

A **Perception Management Strategy** can then be developed, combining POP findings with proven communication and engagement techniques, to ensure your project remains on track and on budget, keeping the community, key stakeholders and project sponsors onside.

PRELIMINARY DESKTOP RISK ANALYSIS



Provides the benefits of a POPM assessment in a 'rapid analysis' format, allowing you to understand the predicted level of risk present on your project.

BENEFITS

Understand the likelihood of public outrage

POP provides an objective evidence-based assessment of the likelihood and severity of community opposition, based on the experiences of more than 200 infrastructure projects.

Identify and test contributing factors

Identify the specific project risk factors, decisions and community issues likely to trigger public outrage on your project, along with testing options for de-escalation in a test environment.

Create a Perception Management Strategy

If outrage seems likely, a POPM Perception Management Strategy can be developed, to guide your project and keep community concerns at bay. Recommended actions can be integrated into your existing project plan, engagement strategy and work breakdown structure.

ASSESSMENT OPTIONS

Preliminary Desktop Risk Analysis



The Preliminary Desktop Risk Analysis uses POPM principles based on analysis of 200+ infrastructure projects derailed or reshaped by community opposition, providing a rapid assessment of your project's predicted risk level for triggering public outrage.

POPM delivers an independent, objective analysis of existing project information, reviewing your current risk assessments, engagement strategies, and conducting interviews with key staff - either individually or in a workshop setting.

If the risk score is within your risk tolerance levels, the Preliminary Desktop Risk Analysis provides independent assurance on the effectiveness of existing controls.

If the risk score falls outside your comfort zone, you have a sound basis to proactively develop, and test, further measures designed to contain and minimise risks arising from community opposition. This may include undertaking a full POPM Deep Dive Assessment.

Deliverable: Preliminary Desktop Risk Analysis Report

How it works: You provide us with your existing project materials. We conduct 2-3 interviews to validate the inputs to our model. We complete a desktop analysis using POPM to provide a rapid assessment of the likelihood and risks arising from potential community outrage on your project.

Timeframe: Five working days after all requested information has been provided

POPM Deep Dive Assessment and Strategy

A full POPM assessment takes a deep-dive into your project to provide a comprehensive understanding of the inherent risk levels, assessing and testing current and planned mitigations, along with assessment of the benefits available from additional measures that could be taken.

Based on the findings, a Perception Management Strategy is prepared and workshopped with your team, identifying the most effective measures and interventions to contain, reduce and manage the identified risks. These can then be added to project management plans, communications and engagement strategies and work breakdown structures, enabling progress to be tracked using existing mechanisms.



Deliverable - Full POPM Assessment Report and Perception Management Strategy

How it works: We undertake a project deep-dive supported by POPM analytics of 200+ projects that have been derailed or materially impacted by community opposition. We work with your team using the POPM Assessment process to workshop potential options to manage and mitigate risks of community opposition. We then provide a full assessment report and develop a Perception Management Strategy for implementation.

Timeframe: 4-6 weeks, depending on availability of project staff and information

POPM Assessment Process



Stage 1 Discovery Phase*

Review project information, risk assessments, comms and engagement strategies, interview key staff across all workstreams and tailor POPM risk criteria to match project's profile.

**Not needed if Preliminary Desktop Risk Analysis completed within the previous three months*



Stage 2 Assessment Workshop/s

Undertake workshop to confirm and agree assessment scoring, using online voting to gain consensus, accompanied by discussions to inform and confirm results, test mitigations and potential benefits of additional measures being considered.



Stage 3 Analysis and Reporting

Analyse findings and prepare detailed POPM Assessment Report and Perception Management Strategy, including analysis and presentation of detailed findings and recommendations to minimise community outrage on your project.