



Mobile 0414 674 676

les@enablingchange.com.au

www.enablingchange.com.au

CV

Les Robinson, Director, Enabling Change

Les is an independent strategist, trainer and facilitator working in the fields of population behaviour change, social marketing, community development and social change.

His clients include councils and government agencies responsible for sustainability, health, natural resource management, road safety, and emergency services.

Les's approach combines social science with rigorous planning processes and tools.

Les is a stimulating and engaging facilitator whose work is always well planned, strategic, enjoyable and productive.

As a trainer, Les is much in demand by agencies at the forefront of leading change towards sustainability. He has developed a number of training programs marked by their technical rigor, psychological insight, and practical relevance.

Les's workshops model good facilitation practice from beginning to end. His approach minimises top-down presentation and maximises participant interaction and dialogue. The training values and builds on the participants' own knowledge and experiences, hence building participant confidence and contributing to team building.

The strengths of his approach are:

- building on insights from social, motivational and cognitive psychology;

-
- a focus on developing and sharing sound, step-by-step processes that allow project teams to tackle complex challenges by proceeding in simple steps;
 - providing multi-purpose tools that allow diverse team members to collaborate effectively “on one page”.

Les was formerly a senior creative director in a busy social marketing agency working extensively with government clients. He is therefore aware of the constraints typically affected government programs and puts a high value on the pragmatic do-ability of solutions.

Over 2000 educators and project managers have attended Les's *Enabling Change* training: a master class in the design and evaluation of community change programs. The Enabling Change methodology integrates social and motivational psychology with a rigorous step-by-step planning process to create a systematic framework for project design that's suited to practically any scale and context.

Les's *Proactive Community Engagement* training is a popular training course for councils and agencies looking for more positive and productive strategies for community involvement in plan-making and decision-making.

Les's *Facilitation Skills* provides effective one-day training on the skills needed to productively facilitate groups of any size in virtually any situation.

Les's website www.enablingchange.com.au has a more detail on his approaches and recent work, including a wealth of practical resources.

Les is the author of:

How to Change the World: what it takes to get individuals, groups and communities doing things they have never done before

CoCreate: a manual for facilitators of multi-stakeholder processes

Enabling Eco-Action: a popular guide to involving the public in conservation;

Get Read: a guide to making reader-friendly publications

Working the Media: a guide to media management

Field Guide to the Native Plants of Sydney: the standard identification guide to Sydney's native flora.

Les was formerly the social marketing director at Social Change Media in Sydney where spent over 10 years creating and implementing social

marketing, education and public involvement programs for government agencies, councils, and community organisations.

Recent consultancies include:

Strategy to Enable Cycling in Sydney

Les partnered with multinational infrastructure consultants GHD to devise a behavioural strategy to greatly increase the number of people cycling and improve the behaviour of cyclists. The team used a multi-disciplinary approach that mixed infrastructure, communications, events and partnerships.

Client: City of Sydney

How to save the world - one conversation at a time

Does conversation change the world? Yes..if it's optimistic and action-oriented. Working with facilitator Margo Lockhart, Les developed a guide for community champions to facilitate 'action conversations' in their networks and communities.

Client: Australian Conservation Foundation

Maximising innovation in an NRM body

After four years of hectic activity, spending some \$50m on natural resource management projects, what have the staff of this agency learnt about doing this work well? What processes and tools have they innovated? What do they want to do differently from now on? We recommended organisational improvements to get the best results in future.

Client: Southern Rivers Catchment Management Authority

Enabling parent self-help groups

Starting a self-help group is daunting. Fortunately it's possible to break down the process into a series of simple step-by-step how-to guides.

Client: Mission Australia, Miller Pathways

Developing a 'people skills' training module for sustainability assessors

Developed and trialed a module on interaction and behaviour change for sustainability assessors participating in the Australian Government's Green Loans Scheme

Client: Association of Building Sustainability Assessors

Devising a 'Solutions Workshop' and training AI Gore's Australian presenters in facilitation skills

Helped devise an original, facilitated public workshop for Climate Change advocacy and trained The Climate Project presenters in how to do it.

Client: Australian Conservation Foundation

Arabic anti-Smoking campaign

Mentoring and advice to the team developing an anti-smoking program for Arabic-speaking people in western Sydney. The outcome was a unique approach to an anti-tobacco campaign with a focus on 'empowering conversations'.

Client: Sydney South West Area Health Service.

Natural Resource Management (NRM) Practice Change

Intensive study of four NRM regions around Australia, using video interviews. The outcome included a series recommendations to Australian Government to maximise the effectiveness of NRM regions as agents of 'people change'.

Clients: Australian Government, Land and Water Australia

Recent training includes:

The Enabling Change course

Clients:

Independent Transport Safety Regulator, NSW (twice)

Office of Environment and Heritage, NSW (3 times)

Travelsmart Program, Queensland Transport

Bay of Plenty Regional Council, NZ (twice)

Border Rivers and Gwydir Catchment Management Authority, NSW (twice)

Hunter and Central Rivers Catchment Management Authority, NSW (3 times)

Goulburn Broken Catchment Management Authority, Vic

Southern Rivers Catchment Management Authority, NSW (4 times)

Gippsland Integrated Natural Resources Forum, Vic

Hume City Council, Vic

The Sydney Environmental Education Network

The Behaviour Change Network, Melbourne

Hunter Councils, NSW

Merri Creek Management Committee, Vic

Swan Catchment Centre, WA (twice)

Roads and Traffic Authority, NSW (3 times)

Department of Community Services (NSW)

Proactive community engagement

Clients:

Kogarah Council, NSW

Bayside Council, Vic (3 times)

Cardinia Shire Council, Vic

Barwon Water, Vic

Fire and Emergency Services Authority, WA
Central West Catchment Management Authority, NSW

Evaluation (program logic)

Clients:

Department of Environment and Conservation, WA
Victorian Litter Action Alliance
Tasmanian NRM facilitators

Facilitation Skills course

Clients:

Roads and Maritime Services, NSW
Great Barrier Reef Marine Park Authority
North East Water, Vic
The Heart Foundation
Sustainability Victoria
Baw Baw Shire Council, Vic
Fitzroy Basin Association, Qld
Swan Catchment Council, WA
Department of Environment and Climate Change, NSW
The Sustainability Trust, Wellington, NZ

Dealing with difficult customers

Clients:

North East Catchment Management Authority, Vic
North East Water, Vic

National workshop series on advocacy

Client: Young People and the Arts Australia

Recent facilitation includes:

Greening Public Housing

Client: Housing NSW

Developing a financial sustainment strategy for Communities for Children (C4C), Blacktown

Client: Mission Australia

Community partners forum

Client: Sydney Metropolitan Catchment Management Authority, NSW

Serrated Tussock Summit

Client: Department of Primary Industry, NSW

Annual Threatened Species Network forum

Client: World Wildlife Fund

Local Government Forum

Client: Southern Rivers Catchment Management Authority, NSW

Landcare network consultation

Client: Hunter and Central Rivers Catchment Management Authority, NSW

EcoSchools Conference

Client: Department of Environment and Climate Change, NSW

Road Safety Conference

Client: Professional Association of Road Safety Officers, NSW