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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;

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- 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](http://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

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

Recent consultancies include:

**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 Al 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**

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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:

Travelsmart team, Queensland Transport

Bay of Plenty Regional Council, NZ

Hume City Council, Vic

The Sydney Environmental Education Network

The Behaviour Change Network, Melbourne

Hunter Councils, NSW

Merri Creek Management Committee, Vic

Border Rivers and Gwydir Catchment Management Authority, NSW

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

Goulburn Broken Catchment Management Authority, Vic

Southern Rivers Catchment Management Authority, NSW (3 times)

Gippsland Integrated Natural Resources Forum, Vic

Swan Catchment Centre, WA (twice)

Roads and Traffic Authority, NSW (3 times)

Department of Community Services, NSW

### **How to run a 'Solutions Workshop'**

Client: The Climate Project, Australian Conservation Foundation

### **Proactive community engagement**

Clients:

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:

Sustainability Victoria

Baw Baw Shire Council, Vic

Fitzroy Basin Association, Qld

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Swan Catchment Council, WA  
Department of Environment and Climate Change, NSW  
The Sustainability Trust, Wellington, NZ

**Dealing with difficult customers**

Client: North East Catchment Management Authority, 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