



Citizen's Academy

Session Two

Creating Great
Sustainable Places

March 7, 2007



Agenda for Session 2

Welcome – Dennis Cole
Facilitator

Growth in Metro Denver & Metro Vision
Steve Cook, Denver Regional Council of Governments

Interviewing Skills
Dennis Cole, Facilitator

Discuss the “group choice” idea for Session #6

Homework assignment – Action Plan & 3 Interviews
Dennis Cole, Facilitator

Debrief and evaluate the session - Dennis

What are Values?

Central guideposts for human decision making.

Make clear which issues matter the most to us.

Guide how we react to communications and choices and actions we take

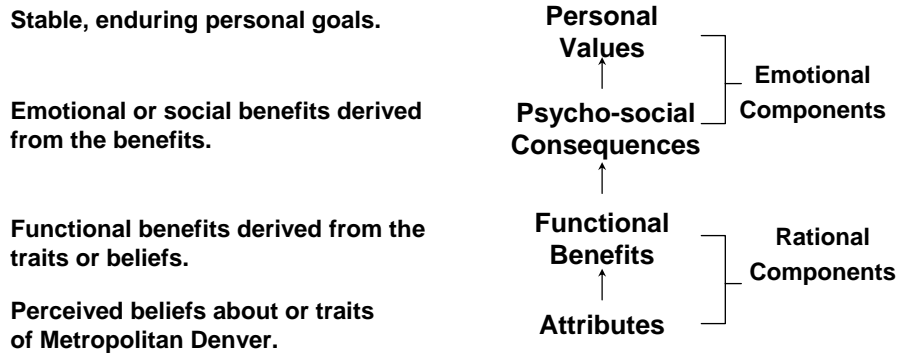
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President, Harris Interactive Solutions Groups

Why Values Matter

- **They are motivational** → Ideal to inspire to DO something, SUPPORT something
- **Widely shared** → Identify the common ground of shared ideals—governing coalitions
- **Stable, enduring** → Echoes of our past Ideals for our future Continuity over time

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Values-Based Model of Human Decision Making



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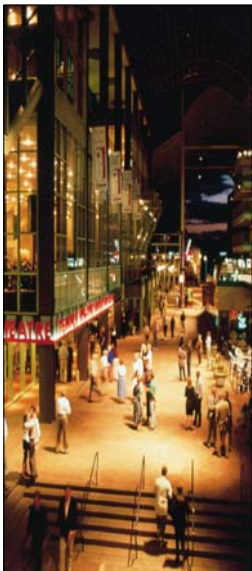
Example of the values process

LOGIC	QUESTIONS	ANSWERS
VALUE ↑	Why is it important for you to be more at ease?	"Security and love as a parent" (Family Love)
PERSONAL CONSEQUENCE ↑	What is the benefit to you when you can raise your son in a safe environment?	"Less worry - more at ease" (Less Worry)
FUNCTIONAL CONSEQUENCE ↑	Why is that important to you?	"Raise son in a safe environment" (Feel Safe)
ATTRIBUTE ↑	Why are the "friendlier people" important to you?	"Better place to raise family" (Good place for family children)
	Why did you rate the quality of life in Metropolitan Denver so high?	"People here just seem to be friendlier" (The People)

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Session #6
Group Choice



February 28 Homework Review:
Refer to the
Individual Action Plan Template



Final Comments or Questions?

**Before you leave, please complete
the Session Evaluation form and
leave it with us.**