

Title	Promoting and Sustaining Consumer Involvement: <i>we know what works</i>
Duration	120 minutes
Recommended Audience	Anyone with responsibility for engaging consumers in the planning or delivery of services and products.
Synopsis	One of the core tenants of Total Quality Management is that ‘consumers define quality’. This philosophy was behind the push in the past three decades to get end users more involved in the design and delivery of our services. But the track record of consumer involvement in human services has been spotty at best. Thus we are missing out on key information that can help us produce better outcomes in our work. This session shows participants how to tap into the powerful information consumers bring to the planning and delivery process.
Learning Objectives	By the end of this session, participants will be able to: <ul style="list-style-type: none">• Identify the 6 key means of promoting involvement• Explain the 4 barriers to effective participation• Describe the 8 approaches that have produced sustained consumer involvement• Plan for incorporating the 8 approaches into their work
Presenter Biography	For the past 25 years Michael Brand has built effective nonprofit organizations in places as diverse as Montana, Florida, California as well as the Czech Republic and Australia. A resident of Bellefonte, Michael provides consultation and development services to a wide array of nonprofit organizations across the USA with a specialization in Good Governance, Fiscal Sustainability, and Performance Management. In addition to a private practice, Michael also serves as a Program Officer with the Erie Community Foundation running their organizational performance project.
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