



Engaging Stakeholders in Bureau Science Strategy

**Action Learning Scenario
Leadership 201**

April 7, 2006

Science Strategy Background

- **Feb 2006 Director's memo – Strategy will:**
 - Define priority science areas
 - Make science advances
 - Serve society's pressing needs
- **SST Charge**
 - Polished first draft: 6 months
 - Final document: 9 – 12 months
- **Action Learning Scenario**
 - Engage employees and stakeholders
 - Development, communication, implementation

A “Homebase”



● **B** “Destination”

A “Reston”

No employee buy-in

No employee input

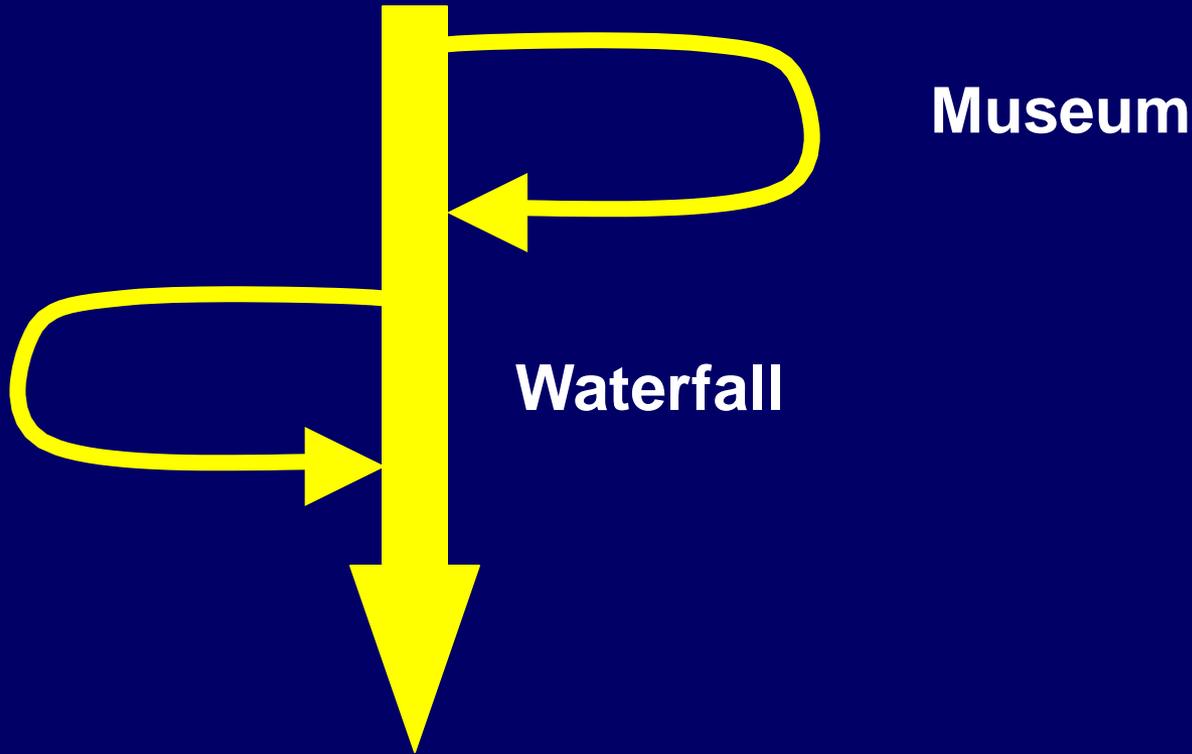
Poor implementation

Product is the report



● **B** “Employees”

A “Homebase”



● **B** “Destination”

A



Collaborators

**BSS
ver. 1.0**

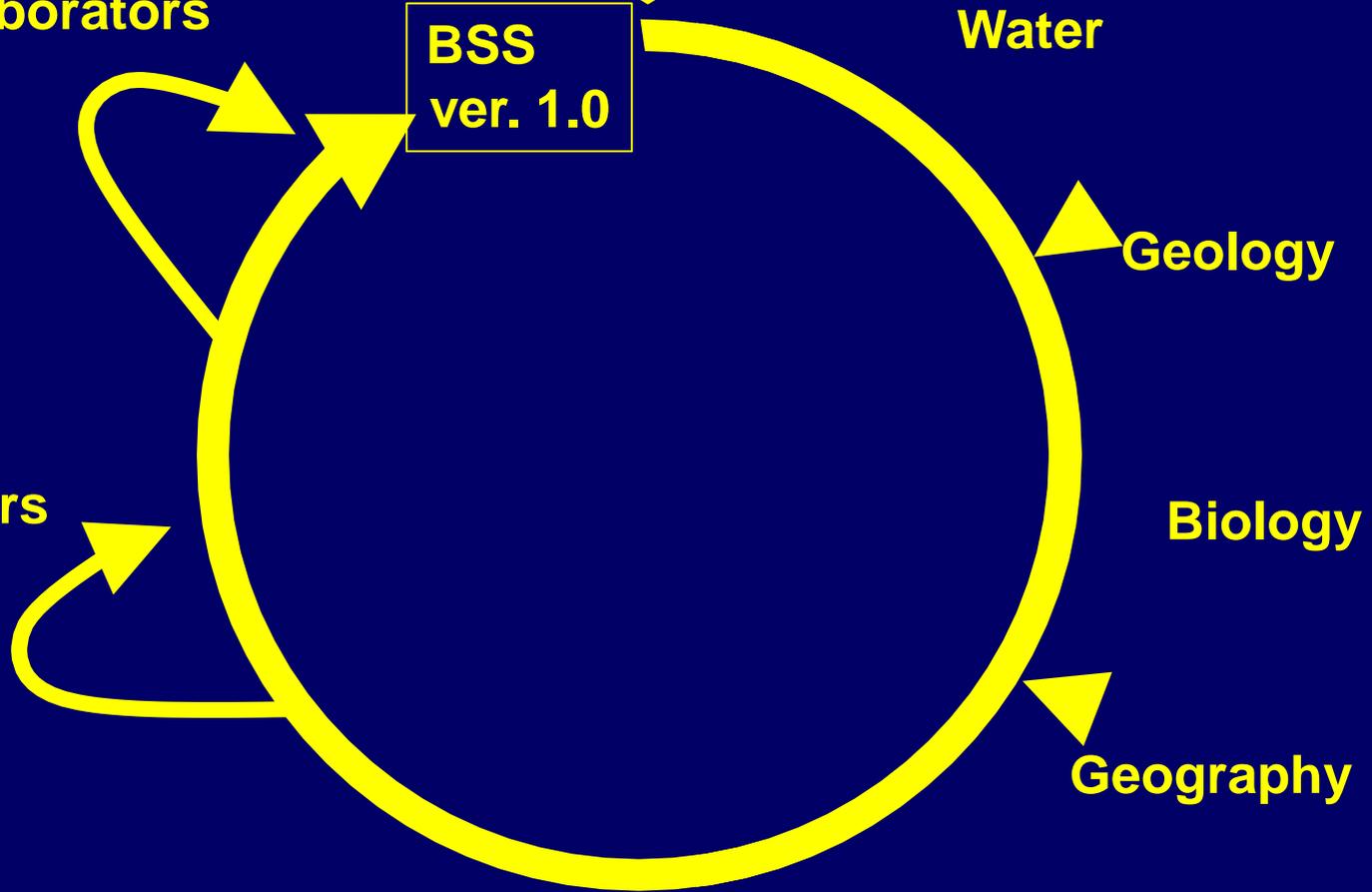
Water

Geology

Partners

Biology

Geography



A



Collaborators

**BSS
ver. 1.1**

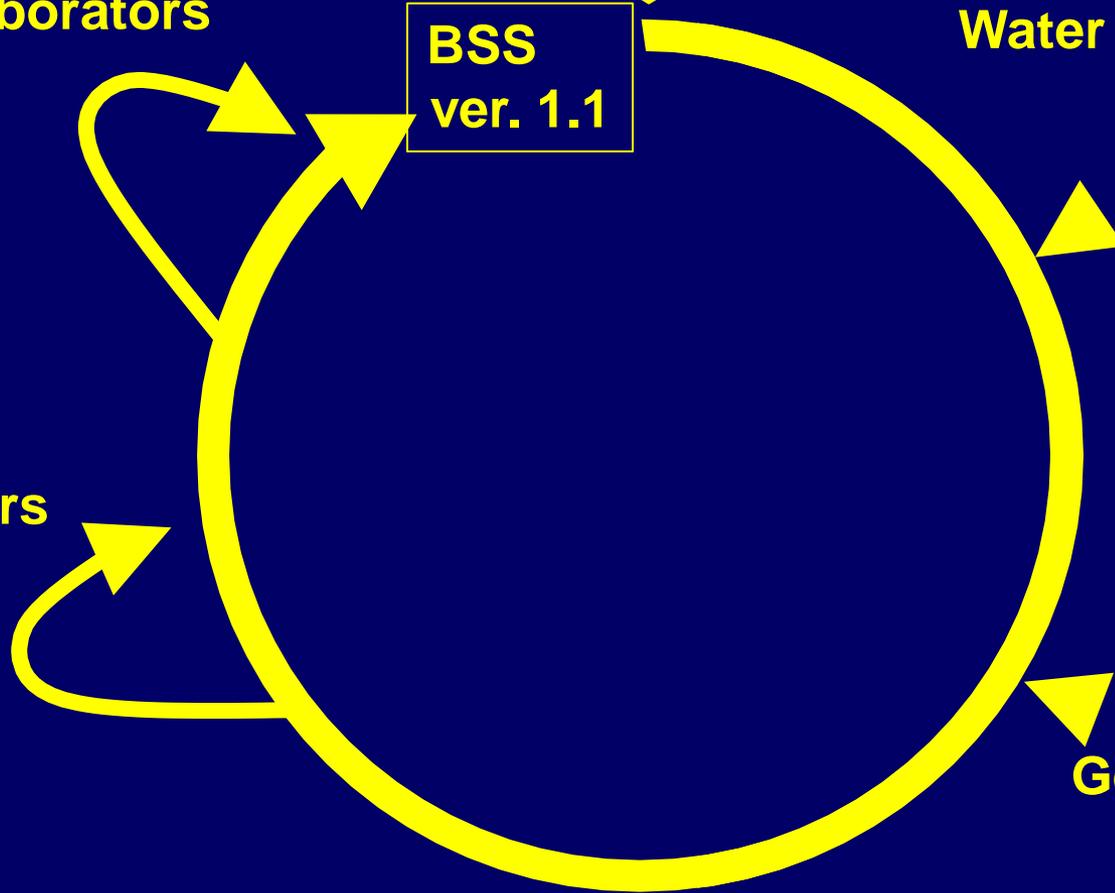
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Process Advantages

- **Defines cyclical process**
- **Living document**
- **Engages more stakeholders**
- **Gains buy-in**
- **Promotes better science**

Initial Document (Version 1.0)

Part 1

- Ecosystems
- Biodiversity
- Hazards
- Water availability

Part 2

- Outline process for subsequent versions

Updates

Version 1.1

- Hazards
- Water availability

Version Development

- **Version 1.0**
 - Continue present approach
 - Use small targeted groups
 - Web-based survey to all employees and stakeholders
 - Incorporate into Bureau science planning process
- **Subsequent versions**
 - 1 to 2 benefit areas
 - Expanded focus teams
 - Expanded web-based surveys
 - Incorporate into Bureau science planning process

Engagement Group Size

Smaller Group

Larger Group

+	<ul style="list-style-type: none">• Targets existing “experts”• Easier/faster• Less expensive	<ul style="list-style-type: none">• Buy-in• More ideas (more innovation)• Less bias	+
-	<ul style="list-style-type: none">• Less representative• More bias• Less innovation	<ul style="list-style-type: none">• More effort needed• Greater data reduction effort• More expensive	-

Other Dilemmas

- **Science-driven vs. Customer-driven**
- **Top-down vs. Bottom-up**
- **Stratified vs. Mixed**

Miscellaneous Thoughts

- **Include economists and social scientists**
- **Focus groups piggyback on other venues**
- **SST to use leadership training tools**
- **Resources support science strategy**
- **Identify success story**