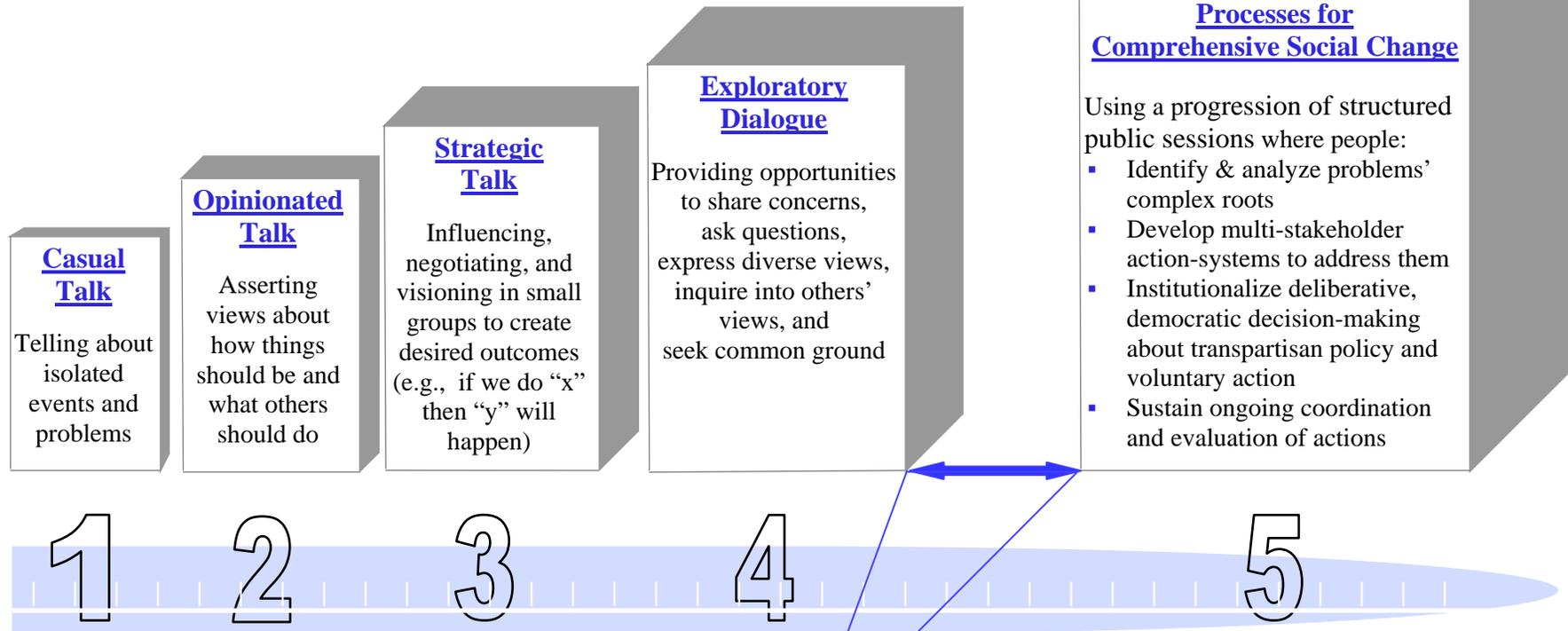


Scale of Public Interactions (SPI)

Matching Skills with Desired Outcomes



- Focus is on symptoms
- Simple approaches to complex issues
- Less time, commitment, structure, and inclusiveness
- Less social capital develops
- More individualistic than democratic

Need to build skills to bridge this gap

- Focus is on multiple root causes
- Complex approaches to complex issues
- More time, commitment, structure, and inclusiveness
- More social capital develops
- Both individualistic and democratic

Q: Why do we need a scale?

A: To highlight the differences and locate the gaps between forms of public interaction, especially those required for comprehensive social change.

Q: What does it do?

A: It rates various forms of public interaction and their associated sets of skills. The ratings indicate the amount of complexity these public activities involve.

A: It helps people assess if they are using the right sets of public skills to achieve their desired outcomes.

Q: Where does it come from?

A: The Scale of Public Interactions (SPI) comes from applying a behavioral science task-measurement theory. The established formal theory includes a method to score the level of complexity in any kind of task. The SPI offers a simplified look at the results of scoring public interactions.

Q: What are some implications of the SPI?

A: It may help people discover they need to align their methods more closely with their desired outcomes. It may jar some assumptions about the effectiveness of using common forms of interaction in our complex, changing world. It may imply that new skills need to be learned, depending upon the outcomes that people want to achieve. It may answer questions about why some activities do not produce the hoped-for social impacts.

Q: If the outcome we want is comprehensive social change, how can we build the skills we need?

A: Commit to invest in democratic, inclusive processes that are designed to focus on root causes, systemic actions, deliberation, and participatory, ongoing evaluation and adjustment.

A: Consider using the facilitation services and training connected with *The Integral Process For Working On Complex Issues (TIP)*. TIP is rated 5 on the SPI. It is designed to develop collective social skills and civic cultures that value them. Visit its webpage at <http://www.global-arina.org/researchprojects/TIP.html>

A: Consider taking the Cultural Coaches Training. Visit <http://www.integrativelearninginstitute.com/culturalcoachprogram.htm>

Q: How can I get more information?

A: Email either of SPI's developers:

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