



**“Outrage is our new norm. We used to measure the success or failure of our public engagement processes by how little or how much outrage we had. It’s time we started thinking differently about outrage and public engagement. Outrage isn’t going away. If it is here to stay perhaps the measure of your success is how you work WITH the outrage is present, not whether or not you have it.”**

Stephani Roy McCallum, Chief Storm Rider

For more insight listen to my Keynote Speech at the opening of the IAP2 North American 2018 Conference. <https://www.bravelylead.com/bravely-lead/>

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