Outrage Triggers Assessment Worksheet

The following set of statements deal with triggers that can influence a stakeholder's perception of an issue and the potential level of intense emotional response or reaction to that issue. Please indicate your assessment of how true each statement is (from the perspective of a stakeholder or stakeholder group.) You may need to complete the worksheet multiple times to capture the perspective of different stakeholders. By completing the assessment you can get a sense of where outrage might exist and why it is present so that you can identify strategies to work with it in your engagement process. Answer only 1 choice per row. The lower your score (to a maximum of -36) the less outrage you may have. The higher your score (to a maximum of +36) the more outrage you may have.

	Strongly Agree		←	→		Strongly Agree		
What is the risk that the issue will be viewed as:	-3	-2	-1	0	1	2	3	*What is the risk that the issue will be viewed as:*
1. VOLUNTARY: Occurring as a result of community choice? (voluntarily chosen)								COERCED: Occurring without community choice? (perception that the decision is already made and is being done to people)
2. NATURAL: Something that is natural? (occurring in nature)								INDUSTRIAL: Something that is industrial or has human impacts on the environment? (created by people)
3. FAMILIAR: Familiar, recognizable and/or common-place in society?								EXOTIC: Something that is relatively strange, unknown, unfamiliar or exotic? Something that is beyond the realm of existing experience.
4. NOT MEMORABLE: An event that does not trigger the senses and/or elicit strong memories or images?								MEMORABLE: An event that will stand out from the day to day and will talked about for years to come?
5. NOT DREADED: An event that is not likely to be considered the end of "their world"? Not a situation that people live in fear of?								DREADED: An event that is likely to significantly change their world as they know it? A situation that people are concerned or fearful of on an ongoing basis?
6. CHRONIC: Having impacts that are subtle but experienced over a long period of time?								CATASTROPHC: Having impacts that are dramatic, experienced over a short, intense period of time, and are seen to negatively impact future generations?
7. KNOWABLE: Well defined, measurable, and quantifiable?								UNKNOWABLE: Not well understood, defined, detected and full of uncertainty?
8. INDIVIDUALLY CONTROLLED: Being in the control of the individual where choice is present?								CONTROLLED BY OTHERS: Being in the control of other people where choices are not available?

9. FAIR: With benefits or impacts spread equitably among the community, stakeholders and/or environment?								UNFAIR: With benefits spread inequitably among a small group or area or among only a few individuals?
10. MORALLY IRRELEVANT: Unlikely to raise moral concerns, or negatively impact deeply held values?								MORALLY RELEVANT: Directly related to deeply held values?
11. TRUSTWORTHY: Being led or managed by an organization that is trusted and perceived as trustworthy? A situation where strong relationships exist?								UNTRUSTWORTHY: Being led or managed by an organization or individual that is not trusted and perceived as untrustworthy? A situation where relationships are weak or non-existent?
12. RESPONSIVE: Part of a responsive and meaningful process with sufficient notice, information and ability to voice views along the way? Where flexibility and adaptability are possible?								UNRESPONSIVE: Part of a reactive process with little notice, information or flexibility along the way?
Tally each column								
Combined score								
Maximum Score	-36	-24	-12	0	12	24	36	

Note: Triggers are based on the work of Peter Sandman and Paul Slovic. Worksheet developed by Courageous Leadership Project. More information about training can be found at www.bravelylead.com