

*Proposal to City of Raleigh, Solid Waste Services -*

***Focus Groups: Recycling Program for downtown city businesses***

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**Background**

The City of Raleigh Solid Waste Services (SWS) launched a Recycling Program for downtown city businesses in 2006 - geared towards “increasing recycling and reuse options” for those businesses “whenever feasible”. Whitney & Ridout, Inc. has been in contact with Bianca Bradford, SWS Education Specialist, about contributing to this program. Whitney & Ridout, Inc. has been asked to assist in planning and facilitating two focus group sessions – as a follow up to assess the progress of the Recycling Program for downtown business owners/managers.

**Objectives**

The Objectives of the proposal for the City of Raleigh Solid Waste Services – Recycling Program are:

- ◆ To assess progress and gaps of the current Recycling Program for downtown city businesses
- ◆ To provide downtown city business owners and managers an opportunity to offer feedback, as well as have a positive interaction with Solid Waste Services and the City of Raleigh
- ◆ To provide two highly interactive, focus group sessions with take-home educational materials for each attendee.

**Proposal Overview**

Whitney & Ridout, Inc. proposes that Step One of the focus group sessions is to begin this project with a one-hour planning session with Carroll Whitney, Sarah Ridout, Bianca Bradford and other key individuals knowledgeable of the Recycling Program (as determined by Bianca Bradford). Background information and/or current material available about the program will be useful prior to the meeting if possible.

Following this meeting, a detailed agenda will be created for the two sessions including: focus group objectives, time limits, topics and methods of input. Once approved, materials will be developed depending on the needs identified. Materials may include a slide pack, assessment materials and/or handouts for business owners/managers.

Step Two: Carroll Whitney will facilitate two focus group sessions (up to two hours per session) for approximately 15 people in each session. Dates to be determined.

Step Three: Carroll Whitney will provide a debrief meeting with Bianca Bradford and any other individuals knowledgeable of the Recycling Program.

**Budget**

Planning Session – 1 hour

Preparation of focus group sessions and materials – 2 hours

Facilitation of two sessions (up to 2 hours each) – 4 hours

Debrief – 1 hour

**Total = 8 hours (one day) at \$1800**

Note that all materials used during focus group sessions will be printed by the city.

# **W&R**

## **Whitney & Ridout, Inc.**

Executive Development  
Management Consulting

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Focused on building high performance organizations through:

Leadership Development at  
all levels in the organization

Organizational Change Management

Stakeholder and 360 Feedback Reviews

Strategic Planning with Senior Teams

Design and Delivery of  
Management Development Programs

Facilitation of Critical Meetings

Development and Delivery of specific skill-building programs, including: Career  
Planning, Meeting Facilitation Skills, Decision Making

New Team Start Up, New Manager Integration

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**Carroll Whitney** is a co-founder and consultant with Whitney & Ridout, Inc. She provides a range of people and organization development services for companies experiencing fast growth, major change or specific development issues. Her previous experiences as a leader of a consulting group for 20 years plus as a leader of internal corporate Human Resources functions for 8 years have provided a strong set of skills to assist organizations undergoing major transformation. She is knowledgeable in working with the most senior levels, management and technical experts across organizations. She focuses on *partnering* with a client group – building internal expertise as a project progresses.

From 1997 to early 2005, Carroll led a global group of human resources professionals as director, then vice president with GlaxoSmithKline. From 1978 – 1997, she built a global consulting practice in leadership effectiveness and organization development. She has extensive experience as a consultant for the City of Raleigh – in both the Executive Development Program and Capital Leadership Institute.

Carroll holds an Ed.D. in Occupational Education – with an emphasis on leadership and management – from North Carolina State University, 1979.

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**Sarah Ridout** is a co-founder and consultant with Whitney & Ridout, Inc. Her experiences range from the establishment of reporting systems and outcome measures for non-profit youth programs to management and market analysis for a top-producing commercial and residential real estate company. She previously instructed adult education classes on Small Business Management and Professional Development. Sarah's interests and expertise lie in the development of critical thinking and creative problem solving, self assessment and stakeholder review for teams and individuals. She is experienced in the design and creation of performance development and skill building programs. Sarah has extensive experience in the Capital Leadership Institute (designing and facilitating programs) for the City of Raleigh.

Sarah holds a Master's degree in Business Administration from East Carolina University and a Bachelor of Science in Marketing from the University of North Carolina at Wilmington. She is a certified facilitator for the Myers-Briggs Type Inventory.

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### **The W&R Client List includes:**

**City of Raleigh**

**UNC School of Pharmacy**

**GlaxoSmithKline**

**Merck**

**Pfizer**

**Research Triangle Institute, Health Solutions**

**Management Consulting Systems**