Managing Conflict Using Web-Based Management Software

Steve Artis, Expert software developer and principal of PMLINK360.
steve@pmlink360.com
303.204.6700

Co-Author - Tracee Jackson, Award winning writer who collaborates with experts transforming ideas into print.
traceejackson@gmail.com

We would like to write a minor feature.

This article is not scheduled to be published anywhere else.

Managing Conflict Using Web-Based Management Software

Effective communication is core to successful conflict resolution. "That's a no-brainer," you may be thinking. But when the parties include 80,000 people who happen to live along the path of a proposed utility-line, a consortium of utilities companies, city officials, the media, and scores of other interested people, project managers often find themselves in a brouhaha with the community and a project that is stalled. What's the answer? Proactive, timely and constant communication. But how? Technology. Thanks to innovative, state-of-the-art, customized web-based software, efficient and effective communication between stakeholders (any and all parties of interest) is fostered, maintained and sustained—and conflict quickly resolved.

The above scenario is fact, not fiction. Recently a consortium of 11 electric utilities in the Minnesota area proposed to construct approximately 700 miles of new high voltage transmission lines. As part of the permitting process, landowners from four states were notified of the intended project—Minnesota, Wisconsin, North and South Dakota. That equated to 80,000 people. Names, addresses, and interactions between the parties needed to be tracked. Hundreds of employees from multiple companies, spread across diverse locations needed to be kept informed. The local media clamored for news. The community deserved information. Questions needed answers and concerns needed hearing. All the makings for a conflict of sizeable proportion. But technology cut conflict off at the pass by fostering an environment of open exchange. PMLINK 360, a software development company, implemented their Stakeholder Management Software that met all the communication and management needs of the project. By the time the project was granted permission to proceed, there were over 200,000 records in the database. Embracing technology was key to managing potential conflicts on this large-scale utility project.

When it comes to community conflict resolution, technology's time has come.

The proposed article will explore in greater detail the various methodologies in which technology can facilitate conflict resolution.