USING BARRIER ANALYSES TO IDENTIFY AND OVERCOME CHALLENGES

GREENE STREET
COMMUNICATIONS

OUR CHALLENGE

A **barrier analysis** is a structured way to identify obstacles that hinder an organization's effectiveness, ensuring solutions go beyond quick fixes to address deeper, systemic issues. At Greene Street Communications, we understand how to conduct these analyses to strengthen organizations. This is exemplified by our work for the **National Disaster and Emergency Management University** (NDEMU) and the **Oregon Department of Emergency Management** (ODEM).

OUR VISION

To better understand and address challenges for our clients, Greene Street's highly experienced team of professionals conduct barrier analyses to uncover the root causes of these challenges.

- **Stakeholder Engagement –** We facilitate focus groups, surveys, and one-on-one interviews with key stakeholders, including leadership, to gather first-hand insights on existing challenges and barriers.

- **Documentation Review –** Our team will conduct an in-depth review of policies, procedures, training materials, and past reports to identify inconsistencies, gaps, and any areas where operational improvements are needed.

- **Process Evaluation –** We map out existing workflows to assess efficiency and effectiveness while identifying opportunities for streamlining operations.

OUR WORK

Through comprehensive reviews, Greene Street examines the factors limiting efficiency and transparency. Our approach combines a mix of **data-driven research**, **Human Resource procedures** and **personal insights** to get a complete picture of the challenges at hand.

OUR RESULTS

For past clients like ODEM and NDEMU, our team built on the insights from our barrier analyses. A framework was established for continuous improvement that helped both emergency management organizations proactively identify and address barriers moving forward. Both NDEMU and ODEM were provided with specific recommendations to streamline operations, enhancing policies, and creating a more effective environment.

Our approach provides a clear understanding of systemic gaps and why they persist, allowing for targeted solutions that addressed root causes rather than just surface-level issues.