


Community Engagement Summit 2017

Building and leveraging data to better plan engagement strategies

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*The data once held by
monopolies is becoming
democratised and made
available for decision making
in the workforce.*

– RedEye Whitepaper





What are we talking about?

- What is the impact of data transparency to engagement practises?
- What are the effects of not sharing data in an engagement space?
- How do organisations use shared information to better plan?

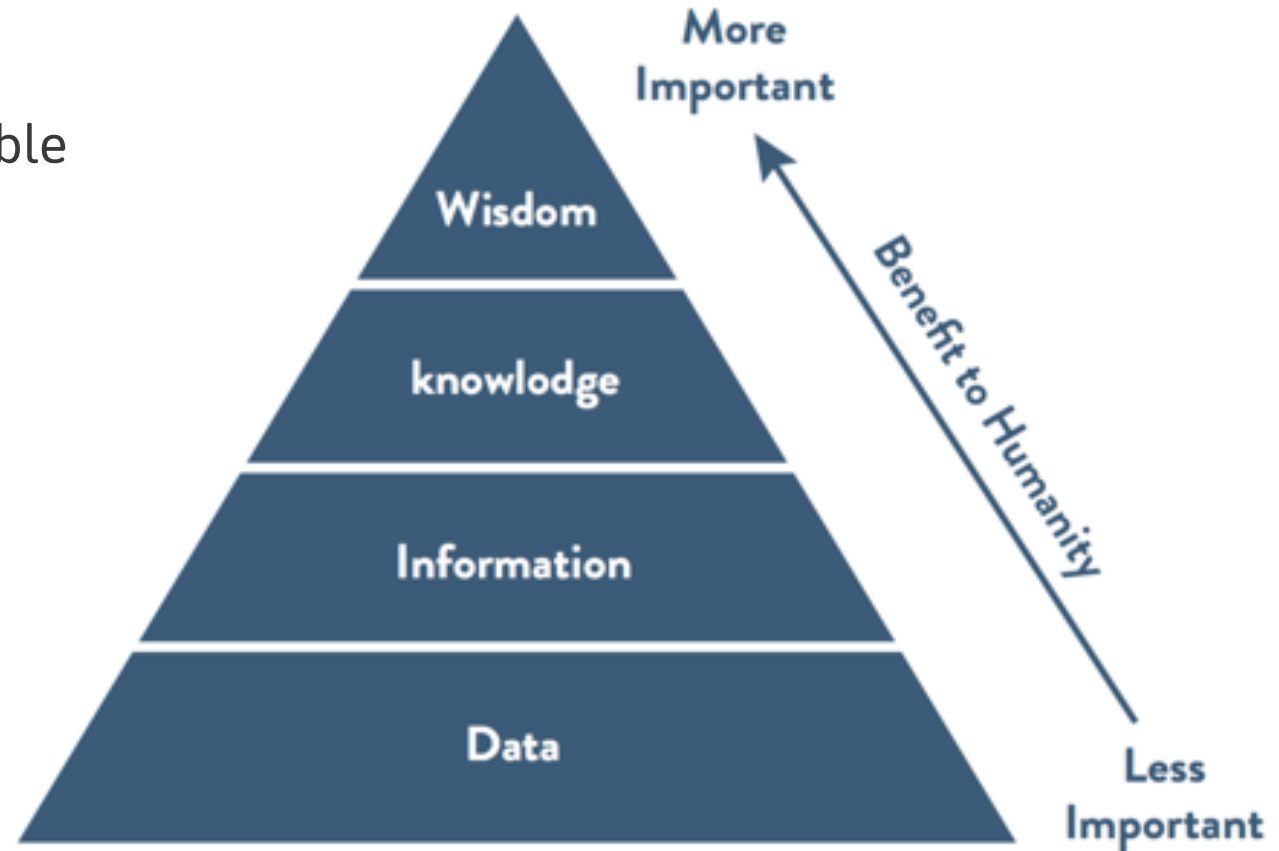
“Data transparency represents a movement away from an environment where people hold information hostage.”

– Debra Logan, VP Gartner



Using data to make better decisions

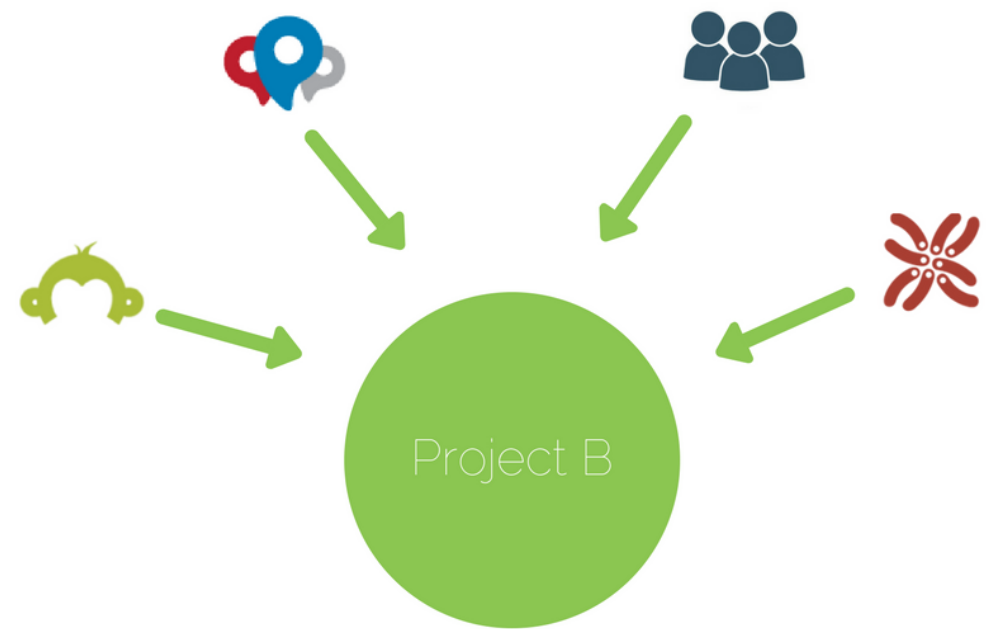
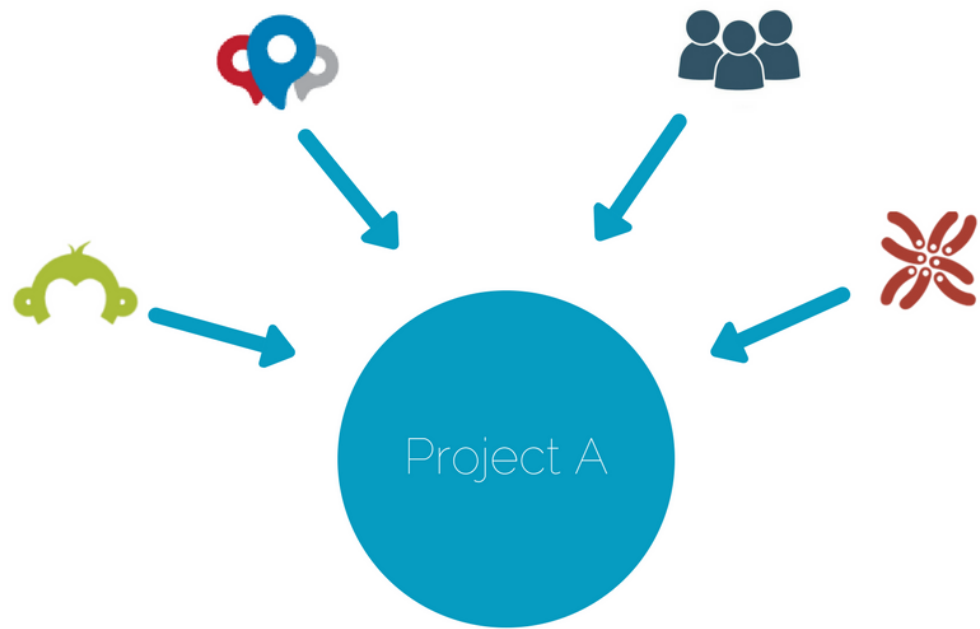
- We only use 0.5% of data available to us
- Invaluable context for better planning your strategies



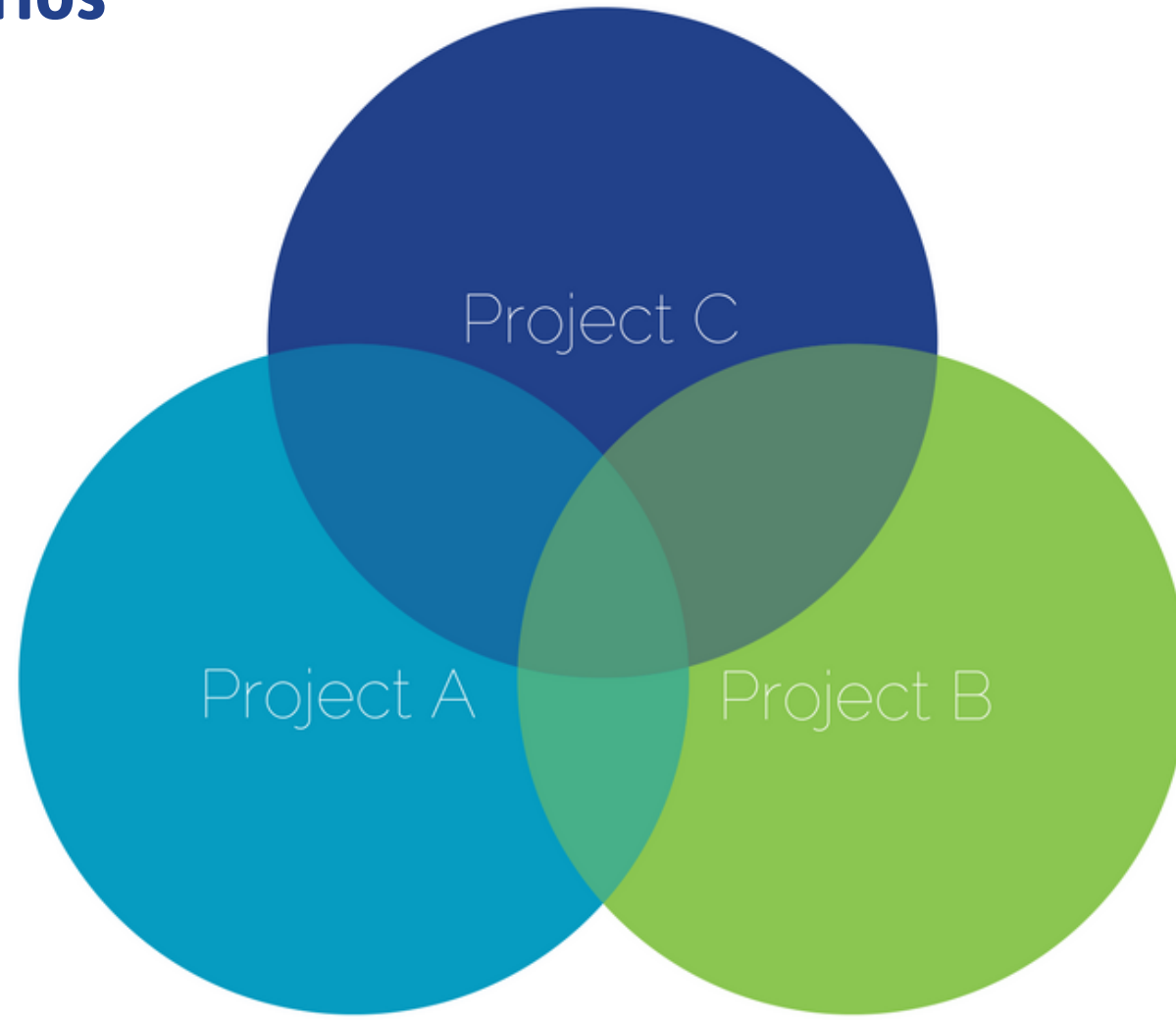
Source Cisco IBSH. April 2011



Common Scenarios



Common Scenarios



Consequences of Isolated Engagement

- Going blind into new projects
- Having to rediscover who stakeholders are
- Inconsistent messaging to community or key stakeholders
- Inefficient data sharing practises
- Limited understanding of baseline stakeholder sentiment
- Inability to efficiently report
- Gaps in information or “richness of data”
- Tunnel-vision understanding of stakeholders affected



Benefits of Shared Data to Planning and Operations

- Understand your landscape early
- Proactively be on top of stakeholder sentiment
- Enable informed decision making
- Consistent organization wide messaging
- Improve business agility
- Stimulate innovation!

*93% of leaders believe that
collaboration through cloud
data sources stimulates
INNOVATION*



Shared Data in Practice: City of Gold Coast

- Community Readiness Program and Transport Demand Management
- 2018 Commonwealth Games
- Immediately overlapping stakeholders
- Seeking to avoid key risks with isolated engagement

Aim and early results:

- Inform future strategy
- Consistent messaging
- Be perceived as "one face"
- Understand landscape early
- Foreplan mitigation efforts
- See opportunities for stakeholders to collaborate

CITY OF
GOLDCOAST™



Shared Data in Practice: Department of Water WA

Key Issues:

- Data richness was poor
- Inconsistent messaging
- Ad-hoc and isolated engagement for projects
- Disgruntled and aggravated stakeholders – who didn't feel listened to and were over-surveyed
- Constantly resetting for each project



Government of Western Australia
Department of Water



Shared Data in Practice: Department of Water WA

Project 1

- Water for Food, pilot project
- \$40million, state-wide project
- Broad set of stakeholders; community, industry, groups, businesses
- Leveraged goodwill of stakeholders
- Participation was high
- Used this project to establish a baseline

“Stakeholders only see one entity. They don’t see individuals – they see an organisation and they don’t know what’s happening internally”.

- Sarah Lau, Department Water WA



Shared Data in Practice: Department of Water WA

Project 2

- Innovation project
- Identify solutions to key water challenges
- Needed regional voice
- Team internally to conduct phone surveys/interviews
- Pulled lists of stakeholders from Project 1
- Team had context to expand on conversation

“We could demonstrate that we had actually listened”.

- Sarah Lau, Department Water WA



Shared Data in Practice: Department of Water WA

Results from project:

- Built better relationships
- Confident team
- Meaningful and impactful conversations in little time
- Better project outcomes
- Ask more meaningful questions
- Improved sentiment, people felt listened to
- Not cover old ground
- Extending their questions rather than asking the same thing again

“People don’t mind answering the same questions if you have progressed the information or have done something with their feedback.”

- Sarah Lau, Department Water WA



Shared Data in Practice: Department of Water WA

Organisation Results:

- Consistent messaging
- Improved practice
- Targeted consultations
- More 'engaged' stakeholders
- Promote a different way of thinking

Ongoing strategies:

- Cross-reference records
- Connect gaps
- Proactively engaged
- Enhance how they listen to stakeholders



15%
Stakeholder Sentiment



Challenges

- Security
- Concerns regarding confidentiality
 - How do we share information without damaging ourselves, our brand, and without allowing breaches to happen?
 - Consider conflicts of interest
- Cost
 - Both quantitative and opportunity costs to consider

“Hard to put a monetary value on it [having shared data], but it’s invaluable when you do”

– Sarah Lau, Department Water WA



Cost Variables


- The number of projects that will be using the software
- The number of teams that will be using the software
- The time taken in preplanning phases to discover (again!) your stakeholders
- Time taken to report on key project and organisation metrics
- Time taken by projects teams to maintain isolated spreadsheets and push information between each other



Opportunity Costs

- Data currency
- Consistent messaging to stakeholders
- Stakeholder sentiment over time
- Addressing problematic stakeholders early
- Proactive project planning
- Understanding risks early, stakeholders or areas
- Having the tools to push data into early planning phases prior to consultation





“Most of the world will make decisions by either guessing or using their gut. They will be either lucky or wrong.”

- Suhail Doshi, CEO Mixpanel

