

Stakeholder Engagement

Managing expectations and achieving
consistency through a simple
framework



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Engagement

the rewards, the game, the frustrations, the outcomes,
the business, the change, the challenges



Engagement is about People
=
Challenges, Variables, Changes



But...



There are things we can control!





Grant us the serenity to
accept the things we
cannot change,

the courage to change the
things we can

And the wisdom to know
the difference.

So, what are the things we can control?

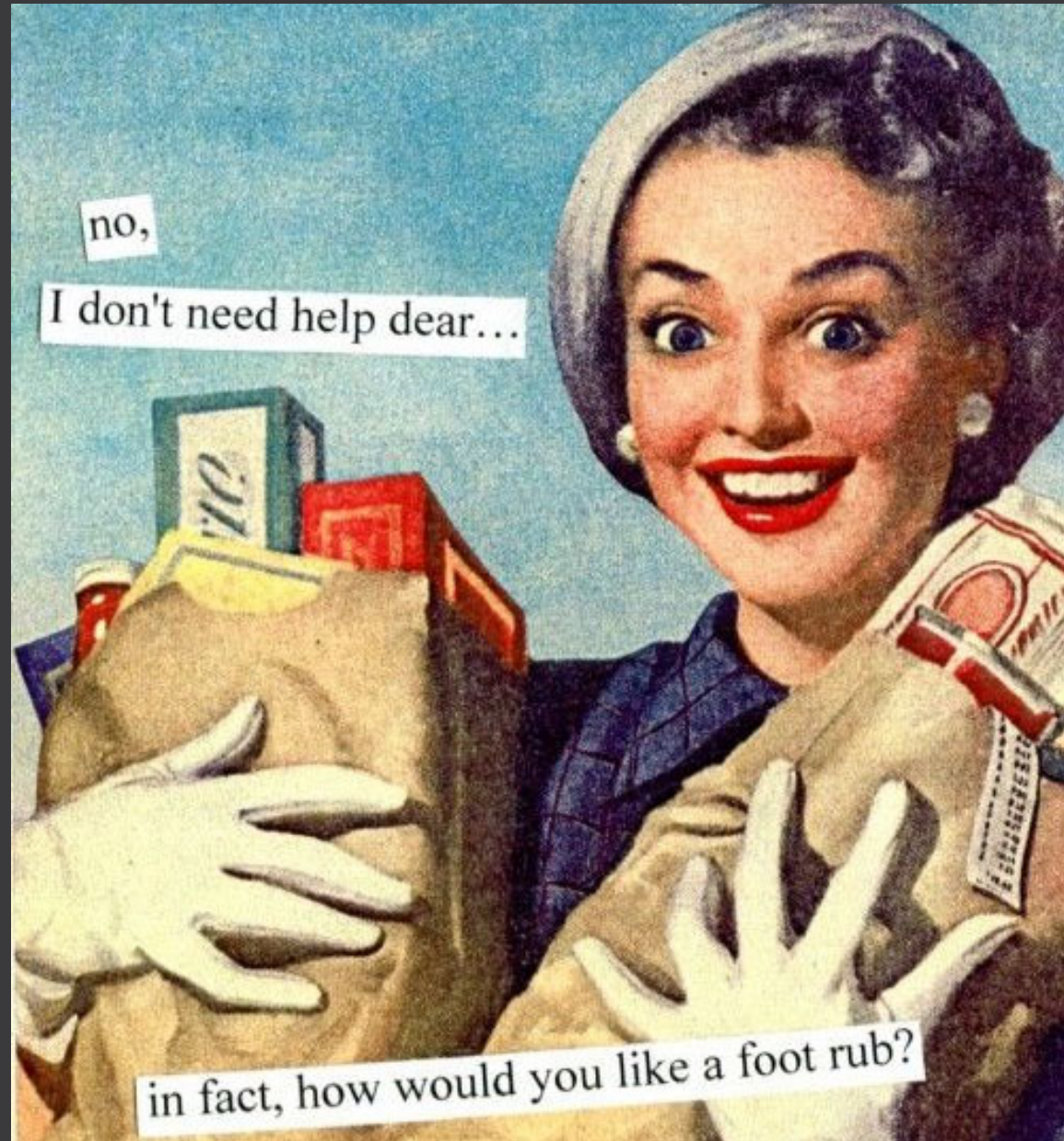


What are the recurring challenges?



- short time frames
- lack of good planning and budgeting
- can be an after thought
- masters of “make it happen”





no,

I don't need help dear...

in fact, how would you like a foot rub?

So, what can we do?



Control the controllable
Plan more effectively and
Focus on consistency!



Why Consistency?

- stakeholders know what to expect
- organisation knows what to expect
- planning and budgeting
- effectively manage stakeholder expectations



What is Consistency?

- a systematic and strategic approach to engagement
- the who, what, when, where, why
- based on type, size, scale, \$, impact, effect, politics, risk etc.



Building a framework
to achieve consistency



What needs to be considered?



1. Your organisation

- specific to your organisation
- values
- with consideration of your organisations
appetite for influence





Don't ask
questions
you are not
prepared to
hear the
answers to!

2. Your project(s)

- identify the types of projects
- level of investment
- level of impact
- size, context and scale





Size

Does

Matter

3. identifying stakeholders

- the people - identify types of stakeholders
- the external factors
- interests, passions, motivations
- likely responses



4. spectrum

- what level of engagement is required
- what needs to be achieved
(inform, consult, involve, collaborate, empower)
- what is considered representative engagement
- what constitutes success



5. tools

- what do we need to know
- tool selection
- what will drive the best engagement
- capacity, accessibility, appetite, sentiment



6. framework

- brings together the known
- provides mechanisms to manage the unknown
- respects the “people” element



7. do something with it

- review strategic plans
- look forward for opportunities and challenges
- use it to sell the benefits of engagement
- Internally & externally



the outcome

- greater consistency
- better planning
- better budgeting
- better management of expectations
- greater community/stakeholder confidence



Talk to Us!



Questions & Discussion



Thank you!

