



# The Engagement Planning Process

## Does Engagement often seem a little random to you?

Reactive and/or last-minute Community and Stakeholder Engagement activity is disruptive and is generally ineffective to building trust and relationships with your stakeholders.

Successful engagement is all about strategy. Having a quality plan is one of the two main indicators of a successful engagement process.

Luckily, there is an eight-step process to build your engagement approach. You can use this same process over and over. With the right training, tools and practice you will be able to run through this process in your head!

### 1. Define the context

What is the background? Have stakeholders been engaged on this before?

### 2. Identify and analyse the Stakeholders

What is the background? Have stakeholders been engaged before?

### 3. Scope the decision(s)

What are the negotiables and non-negotiables (or where is the wriggle room for stakeholders to be involved and shape the decision and where is there no room to move)

### 4. Identify the vision, objectives and outcomes

What do you want to achieve at the end of the process and along the way?

### 5. Select engagement level(s) and develop the implementation plan

Assign each stakeholder a level from inform to empower and map out how you will work with them (include timelines, budget and human resources)

### 6. Identify and manage risk

Map out any risk and put a plan in place to manage them.

### 7. Establish governance

Where will internal decisions be made and are Terms of Reference required for any reference groups?

### 8. Develop a plan to monitor and evaluate your effort

Monitoring and evaluation is often forgotten but it is essential to understanding the success of your project, making changes where they are needed and continuously improving.