

Building an Engagement Strategy

Stakeholder Mapping & Assessment



Engagement Strategy



Communication Planning



Implement

Review



How well do you know your stakeholders?



Who are they?



Who influences them



What financial or emotional interests do they have?



How do they like to receive information?



How much influence/ power do they have?



What motivates them

Motivators

Self-actualization

desire to become the most that one can be

Esteem

respect, self-esteem, status, recognition, strength, freedom

Love and belonging

friendship, intimacy, family, sense of connection

Safety needs

personal security, employment, resources, health, property

Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

Motivators

Fundamental

Safety

Security

Fear

External

Rewards

Benefits

WIIFM

Internal

Purpose

Personal
Development

Contribution

Achievement

Control

Social

Status

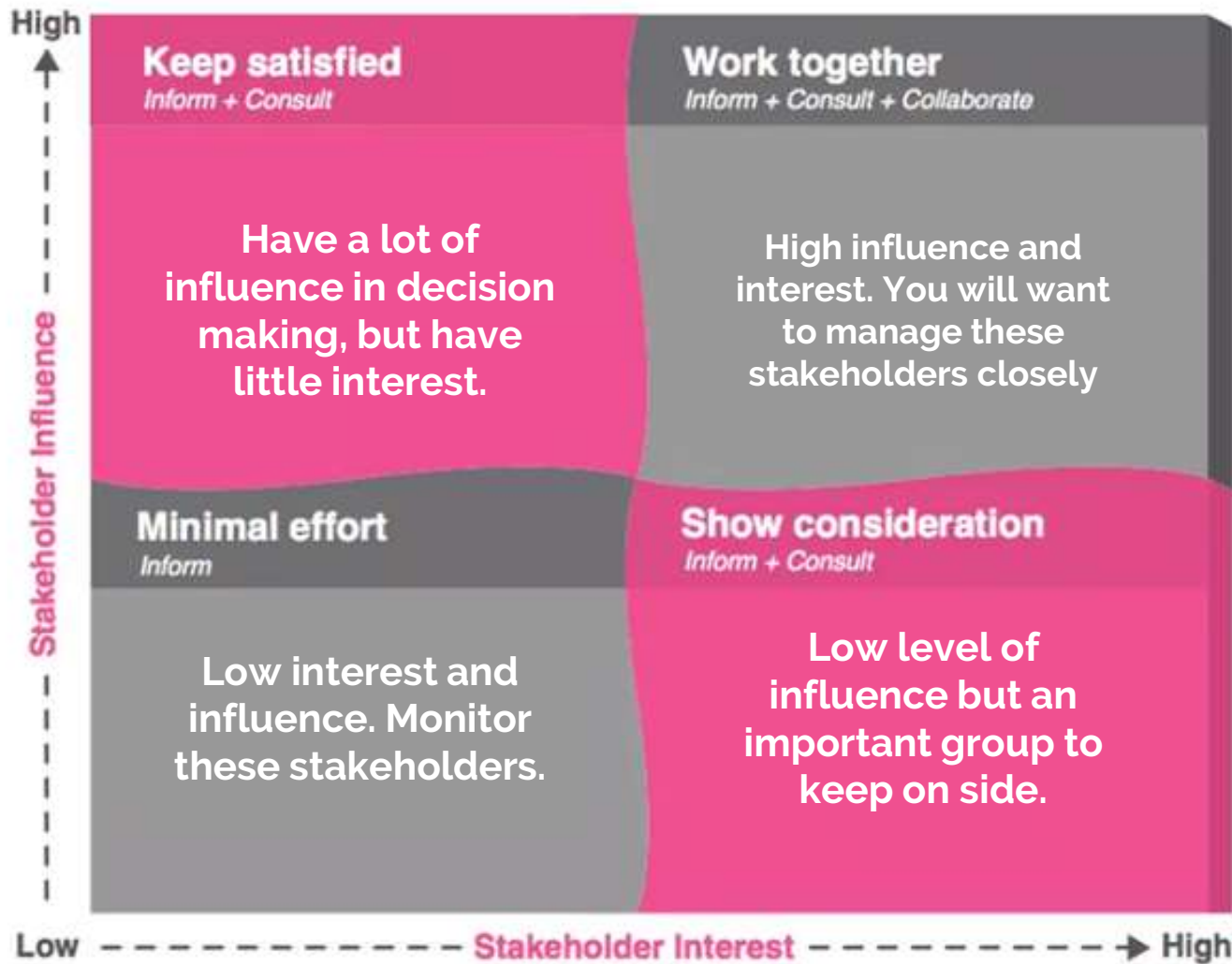
Relationships

Recognition

Respect

Inclusion





Mapping & Prioritising Stakeholders



Engagement Strategies

Inform

Provide Stakeholders with balanced and objective **information** to assist them in **understanding the issues, opportunities, and solutions**

You will keep Stakeholders informed but will **not seek to find out their views** or take these into account in any decisions

Consult

Obtain feedback from Stakeholders on the findings of analyses, options, or decisions

You will keep Stakeholders informed and **listen to their views**, but there is **no guarantee** their views will influence the outcome

Involve

Work directly with Stakeholders throughout the process to ensure their concerns and views are consistently understood and considered

You will work with the Stakeholders to ensure that their concerns and **views** are directly **reflected** in the analyses and solutions developed

Collaborate

Collaborate with Stakeholders as **partners** throughout the process, including the analyses, development of solutions, and decision making

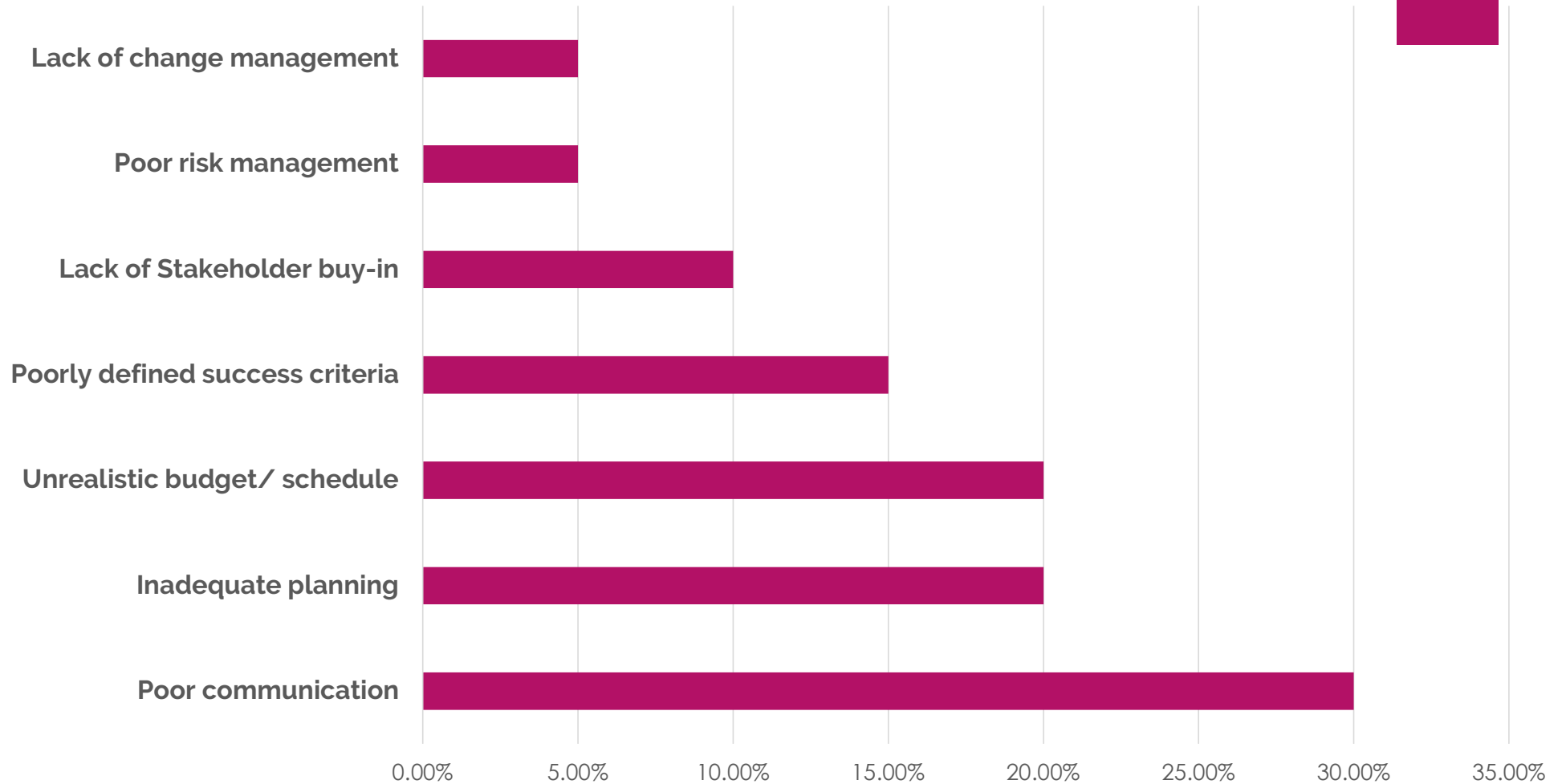
You will support Stakeholders in reaching a **consensus** and will implement what they decide

Purpose

Promise



Why do Projects Fail



Planning Communication



REASON



RIGHT TIME



**RIGHT
FORMAT**



RELEVANT



RESPONSE

Afternoon Engagement & Communication Workshop

Designing a suite of tools to help you map your stakeholders, build an engagement strategy and track your communication



Case study:
PQS Business Continuity