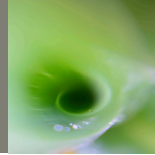


# Engaging Your Stakeholders

## Moving Beyond Consultation



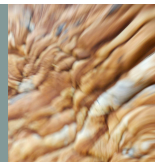
Integrating your stakeholder's views into your strategy, services and policy is not easy, but it is increasingly necessary. The shift from managing, liaising or consulting with stakeholders to one of genuinely engaging with them will bring a greater focus on the creation of mutual value and the building of enduring relationships.

A stakeholder can be any group or individual who can affect or is affected by the achievement of your organisations objectives. Focusing on stakeholder engagement approaches has the potential to transform your key relationships.

*"If you learn how to bring people together they will create something bigger than themselves."*

*"Stakeholder engagement is qualitatively different from liaison or consultation and is based on a set of values, processes and practices that has the potential to transform an organisation."*

## The Challenge of Engagement



⇒ Important questions to answer

- Who are our stakeholders? List and map.
- Which ones should we engage with? Evaluate and rank.
- Why do we want to engage with these stakeholders? Clarify purpose.
- How will we go about it? Develop an engagement strategy.

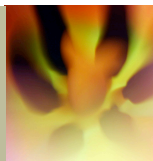
⇒ Factors that prevent engagement. The fear we will lose control, a belief that we know best, anxiety they might want something we can't provide, concern that interest groups may dominate and awareness we don't have the skills.

⇒ Factors that contribute to effective engagement – dialogue, focus on mutual benefits, trust, honesty, openness of purpose and clear boundaries.

*"Engagement is characterised by an emphasis on mutual benefits, knowledge exchange and an expectation of partnerships that will create reciprocity."*

*Practical tools, advice, training and strategies to build engagement.*

## Contact Us



To discuss how we might be able to contribute contact Geoff Pearman

E [geoffpearman@xtra.co.nz](mailto:geoffpearman@xtra.co.nz)

P 03 384 7236

M 0210 250 7927

## Getting started

Geoff is a thought leader in stakeholder engagement having had a prestigious fellowship to study stakeholder engagement in higher education in the USA. He is experienced in building engagement between organisations and their stakeholders.

Working in partnership, Geoff is able to:

- Provide strategic advice and consultancy in stakeholder engagement
- Undertake an audit of current engagement approaches
- Develop a customised engagement strategy and work with you to practically engage with your stakeholders
- Run training workshops on the "Art of Stakeholder Engagement"

## Partners in Change

