

# Community and stakeholder engagement

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## Defining success: stakeholder satisfaction.

Objective data and expertise can point to the need for specific outcomes obtained by specific means. Ultimately, however, a policy or infrastructure project is judged to be 'successful' when it *meets the felt needs* of the community and affected stakeholders, or mitigates or resolves *what they feel to be a problem*. It is about **meeting expectations and generating satisfaction**. Success is about what the people think and feel.

Challenges arise when objectives are fragmented. As between the stakeholders. And as between the project proposer and the people affected by the project. Problems may be exacerbated by constrained budgets and time-frames.

## What we do

- **Analyse.** Who are your stakeholders? What are their objectives, interests, values, opinions and influential capacity? Where do your stakeholders' values, interests and objectives intersect/disperse? With each others'? With yours?
- **Design the engagement strategy.** What mix of contemporary engagement strategies will deliver optimum project outcomes?
- **Facilitate effective engagement.** Establish communication systems for the provision of on-going feedback. Roll-out face-to-face. electronic. web-based, social media methodologies as agreed. Listen. Report. Mediate.

- **Develop engagement capacity.** We can help your organisation develop longer-term capacity to engage with stakeholders more effectively.

## **Our approach: it's all about alignment.**

We work to **align the felt needs and wants** of the community and stakeholders affected by a policy or infrastructure project – as between each other, and with the objectives and within the constraints of the project proposers. We align ideas. We align interests. We align resources and energies.

We like to **engage early and intensively**. We **communicate clearly, simply and often** to satisfy the hunger for involvement, build understanding and allay anxiety. We work sensitively with stakeholders with more complex profiles, but genuinely believe that **every set of stakeholders, every project, is different** and deserving of a bespoke solution. It doesn't have to be complicated but it does have to hit the spot.

We apply our research background and understanding of social landscapes to **contextualise consultation and avoid blindsides**.

We are **where you need to be**.

## **Our tools**

### **Face-to-face consultation**

- Information kiosk
- Workshops
- Focus groups
- Public meetings
- Site meetings
- Briefings
- Deliberative fora
- Research panels

- Community committees
- Key person interviews

### **Text – Information out/Data in**

- Managing written submissions
- Surveys (hard-copy and on-line)
- Newsletters
- Factsheets
- Issues and Discussion papers
- Research
- Print media
- Posters and other graphic representations
- Plain-English writing
- Drop sheets

### **Electronic engagement**

- Project website
- Social media (inform/advertise/notify/engage)
- Web-based marketing tools
- Traditional electronic media (inform/advertise)
- Complaint database
- Project hotline

### **Creative**

- Graphic art
- Videography
- Photography
- Web design
- User-centred design
- Music & sound design