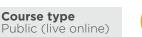
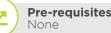


# ENGAGEMENT PLANNING









Learning level Beginner

# **Engagement planning made simple**

This course shares the must-have knowledge, tools and templates for best-practice engagement planning. A course highlight is the Seven Steps Of Engagement Planning which simplifies the planning process. Find a summary of these steps below and take the full course to receive: videos, expert tips, examples and a stack of free resources you can download and start using straight away.

### SUMMARISED: The Seven Steps Of Engagement Planning

#### STEP | Background and scope

- Clarify the roles of everyone involved.
- Brainstorm and record the project scope (what the project is trying to achieve), the engagement scope (engagement focus) and your engagement objectives (the purpose of your engagement).

**IN-COURSE RESOURCES:** When to engage checklist, step by step guide to engagement planning, engagement plan template, card set to help you workshop engagement objectives

# **STEP 2** Engagement parameters

- List the negotiables of this project (aspects the community can influence) and the non-negotiables (aspects the community cannot influence).
- Check: Does this list contain enough to compel the community to get involved and provide feedback?
- What is the highest level of influence you are willing to offer your stakeholders? Use the IAP2 spectrum.
- Write a promise statement letting the community know what will be done with their feedback.

**IN-COURSE RESOURCES:** IAP2 spectrum, promise statement example

# **STEP 3** Stakeholder analysis

- Understand who is impacted by and interested in your project. Brainstorm and create a list.
- Map them according to their level of interest and how impacted they are.

**IN-COURSE RESOURCES:** Stakeholder mapping template

# **STEP \*** Engagement phasing and methods

- Create a roadmap for your engagement (the key phases in your process, including an overview of activities against each).
- Choose your engagement methods and determine required inputs/outputs to inform stakeholders and progress your project.
- Write down your desired outcomes for each of the phases.

**IN-COURSE RESOURCES:** Engagement roadmap template, guidance on commonly used phased approach, engagement methods guide

#### **STEP 5** Engagement evaluation

• Decide on your targets and measures (what measurable engagement goals are you trying to achieve and how will you measure success?).

**IN-COURSE RESOURCES:** Evaluation indicator examples, sample strategic engagement plan

#### **STEP 6** Engagement risks

• Consider all possible risks to your process, as they relate to your organisation, community and engagement approach.

**IN-COURSE RESOURCES**: Engagement risks and strategies to reduce these, card set to help you workshop engagement risks

#### **STEP 7** Leadership checklist

• Include main decision makers in the development of the plan to keep them informed and to ensure they sign off on important components.

FREE IN-COURSE RESOURCES: Leadership checklist

# Read more and enrol now



#### WHAT OUR LEARNERS SAY:

The step-by-step approach to planning made it feel less daunting than before.

LOCAL COUNCIL OFFICER

## COURSE COST:



Enrol in Engagement Planning

#### Check out our other courses

MosaicLab Academy offers a range of training experiences in facilitation, engagement and deliberation. We also deliver IAP2 certified courses. We offer online, face-to-face and in-house options as well as multiple learning pathways, catering to all skill levels and group sizes.

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