

STAKEHOLDER ENGAGEMENT RESOURCES

from the Stakeholder Engagement Focus Group

January 2020

Introduction

In this month's NewSE Bites: How to get your New Year off to a flying start by learning more about stakeholder engagement! There are training courses and APM events in January and February that look at stakeholder behaviour and your own productivity. We also highlight two case studies that illustrate stakeholder engagement strategies in action. And finally lots of reading opportunities with blog posts, presentations and books that present ideas and models to help you engage with different stakeholder groups. Happy New Year!

Events & Webinars

- **How will automation make our jobs easier?**

Date: 17 January 2020 **Time:** 12:30-13:30

Online webinar

Automation may be greeted as an opportunity for increasing productivity or a threat of unwelcome change. Understanding the potential impact of new technologies provides useful insight for stakeholder engagement strategies. This webinar will be led by Dr James Smith, CTO of Projecting Success and experienced user of methods including Power BI, Python, machine learning and data engineering.

- **Stakeholders, can't live with them, can't deliver without them**

Date: 21 January 2020 **Time:** 18:00 – 20:30

Venue: Edinburgh

In our modern screen-dominated world, have we lost the knack of building effective stakeholder relationships? This interactive event from People Deliver Projects will put processes and technology to one side and concentrate on the behaviour, conversations, and relationships which help teams and leaders to deliver.

If you have never been to an event with People Deliver Projects, this is worth going to – definitely a different and engaging way to learn.

- **Diversity and Inclusion**

Date: 21 January 2020 **Time:** 18:00 – 20:00

Venue: Warrington, Cheshire

Making diversity work in project teams requires us to challenge the conscious and unconscious biases that can get in the way. This highly interactive workshop will help you reduce their impact and help your teams to become more inclusive.

- **Get more done, without getting busier or burnt out**

Date: 18 February 2020 **Time:** 18:00 – 20:00

Venue: Dudley, West Midlands

Make sure you deliver on your New Year resolution to improve stakeholder engagement! This “transformational workshop” will help you to achieve exactly what you want to by improving your productivity. The workshop is led by Andrew Pain a TEDx speaker and coach, who helps people to take control of their time, so they achieve truly epic goals. Sounds like essential skills for everyone!

Courses

- **Change Communication**

Provider: CIPR

Date: 15 January 2020, **Venue:** London

The CIPR (Chartered Institute of Public Relations) has a number of training courses relating to stakeholder engagement. This particular course in January is “Suitable for anyone who is ... responsible for frequent or sustained change”, and “provides practical guidance, techniques and real-world examples of communicating change to internal audiences ... highlighting the real sources of resistance and how they can be overcome.”

- **Stakeholder Management Masterclass**

Provider: The Hub Events

Date: 20-21 January 2020, **Venue:** London

Are your messages getting through to senior management? This two-day course “helps you to explore and understand where you stand in terms of your relationships - and it will help you to benchmark both your value and importance in that relationship”.

- **Stakeholder Engagement and Partnership Working**

Provider: Dods Training

Date: 6 February 2020, **Venue:** London

This course helps delegates to “improve outcomes for their organisation as a result of more effective engagement with stakeholders and partners”. As well as covering the basics of communication skills, influencing skills, and stakeholder engagement, it also considers the individual behaviours that underpin the most effective relationships.

Case Studies

- **NHS North West Ambulance Service Engagement Strategy 2019 – 2020**

Date: April 2019

Author: Julie Treharne, Head of Comms & Engagement, Northwest Ambulance Service

This document provides a case study example of a stakeholder engagement strategy for a public sector organisation. The North West Ambulance Service NHS Trust (Nwas) is one of the biggest ambulance services in the country and as a key service provider, has numerous stakeholders with whom it needs to have effective relationships including local community groups, patients, local government bodies and service providers. Using stakeholder mapping to identify the level of interest and influence that individuals and

organisations have, NWAS can prioritise who to engage more closely and how to align communications activities, key messages, delivery channels and frequency with the needs of each stakeholder group.

- **UK Power Networks Stakeholder Engagement Strategy**

UK Power Networks (UKPN) has a wide range of stakeholder groups including employees, consumers, environmental groups, government and industry partners. Responding to Ofgem's requirement for network companies to regularly engage with interested parties, this document presents a proposed approach to ongoing stakeholder engagement using a variety of engagement methods to identify and discuss issues that are of interest or concern to its numerous and diverse stakeholder groups, and using that feedback as an input to inform business development decisions.

Blogs

- **How to handle stakeholders nervous about change**

APM blog: 12 December 2019

Author: Richard Cairnes, Director Currie & Brown

Continuous change isn't just an option, but rather a fact of life. Managing this change properly is one of the biggest challenges facing any organisation. This blog considers how to overcome resistance from employees and others who may be suspicious of change and nervous about what it may bring.

- **Integrated project management: leadership and collaboration**

APM Blog: 17 December 2019

Author: Duncan Ross Russel, FAPM, ChPP

Leadership and collaboration are essential elements for empowering a team and delivering successful projects. In this blog, Duncan considers how to achieve strong leadership and effective collaboration.

- **How to Engage Stakeholders Through an Internal Blog**

Author: Harry Hall, Project Risk Coach

This blog looks at the use of an internal blog to engage stakeholders eg. for enterprise programs such as implementing a Project Management Office (PMO) or an Enterprise Risk Management (ERM) Program. Blogs are a form of pull communication used for large volumes of information or for large audiences such as an organization.

Presentations

- **Stakeholder Engagement: Simple Steps to Better Public Consultation**

October 2019

Author: Cam McAlpine, PR professional, President PRMedia Strategic Communications

What is stakeholder engagement and why should you do it?

- **Data-driven storytelling and security stakeholder engagement**

July 2019

Author: David Grady, Security Evangelist, Verizon Enterprise Solutions

Storytelling is a powerful tool for cybersecurity leaders aiming to improve communication with IT and non-IT stakeholders alike; the most trusted advisors are effective storytellers. With the right data, CISOs and their teams can tell meaningful and relevant stories that help organisations strengthen their security cultures and empower executives to make better decisions about resource allocation and risk tolerance.

Books

- **The Stakeholder Perspective: Relationship Management to Increase Value and Success Rates of Projects**

Author: Massimo Pirozzi

Publisher: Taylor & Francis Ltd, ISBN: 9780367184766

“The Stakeholder Perspective places people at the centre of both projects and project management. It gives to the project management community a helpful, innovative, stakeholder-centred approach to increase projects' delivered value and success rate.”

- **Strategic Stakeholder Engagement and Communication**

Author: Chris Anastasi

Publisher: Taylor & Francis Ltd, ISBN: 9781138106642

“Do you need to know how to engage with decision-makers in government and other key influencers? Revealing insights into the inner workings of government and drawing on real-life case studies, this book offers practical, clear, creative ideas and innovative strategies designed to empower public relation professionals to engage with key stakeholders effectively and to influence government policy and regulation.”

ABOUT

“NewSE Bites” (pronounced Newsy Bites) provides bite-sized news about stakeholder engagement resources. It is published monthly if possible and produced by volunteer members of the APM People Specific Interest Group (SIG). As well as highlighting upcoming events, we try to find relevant online and offline publications for your reference. We very much hope that this edition of NewSE Bites proves beneficial for you.

CONTACT

What do you want to know about Stakeholder Engagement? Please give us your feedback about NewSE Bites.

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