

STAKEHOLDER ENGAGEMENT RESOURCES

from the Stakeholder Engagement Focus Group

June 2020

Introduction

The coronavirus crisis saw a wide range of public and private sector organisations willingly sharing solid advice, tools and templates to help everyone deal with the situations they were facing. Communications and stakeholder engagement were recurring themes for obvious reasons. As focus shifts from the living through lockdown to the uncertainties of a 'new normal', project professionals have an opportunity to leverage that wealth of free resources so that future disruption is easier to manage. In an attempt to create some sort of shortlist worth spending time on, NewSE Bites has focused on key publishers, authors and producers to pick out webinars coming up plus webinars, articles, tools & tips that you might have missed in the past few weeks.

Webinars - coming up

- **APM virtual conference "Power of Projects"**
Date: 1 June – 12 June 2020 **Time:** 12:00 to 14:00
This free and open-access series of webinars is the reformatted APM Conference that had to be cancelled. The series of webinars runs over the first two weeks of June. Speakers cover a range of relevant topics including leadership, communication, mental health, resistance to change, and how to engage children (perhaps an unexpected challenge for many home-schooling parents during lockdown). The agenda is on the APM website.
- **"Tackling the problem of pet projects with benefits management"**
Date: 15 June 2020 **Time:** 12:30-13:30
APM lunchtime webinar
Can benefits management help you navigate the politics of senior managers' pet projects? How do you avoid investment decisions being based on who barks the loudest rather than concentrating on the really valuable initiatives? Behavioural economist Claire Dellar might have some answers.

Webinars – listen again

- **Communicating in uncertain times**
First broadcast: 14 April 2020
APM lunchtime webinar
Communication is important in normal times but critical in times of change and uncertainty, as we've all experienced during the response to coronavirus. How can project managers ensure their messages are reaching the people who need them? In this webinar communications specialists Ann Pilkington and Tim Lyons presented a framework for communication planning, and for communicating in times of uncertainty.
- **Mindsets - Mental Toughness for Challenging Times**
First broadcast: 21 April 2020
APM lunchtime webinar
Your own mental health and ability to cope under stress has a direct impact on your relationships with stakeholders. In this webinar, leadership development specialist Lucy Finney talked about how mental toughness is a quality you can develop.
- **Listening leadership - The decade of talking is over**
First broadcast: 24 April 2020
APM lunchtime webinar
Stakeholder engagement is as much about listening as it is about you getting your message across. Johnny Warström, co-founder of Mentimeter, thinks that the ability to stop talking and really listen is a critical skill set. In this webinar, he explains how this interactive software platform can be a useful tool for listening to stakeholders.
- **Responsible Project Management**
First broadcast: 12 May 2020
APM lunchtime webinar
Projects impact society and the environment. Responsible Project Management is a new concept that is emerging from collaboration between researchers and practitioners that redefines the stakeholder, and aims to support project managers in advocating for beneficial project outcomes.
- **Creative collaboration for virtual project professionals webinar**
First broadcast: 20 May 2020
APM lunchtime webinar
Project professionals in this pandemic still need to make things happen, even with team members trying to work from complex home situations. One answer is to deploy virtual, creative collaboration, suites to our time to try engaging our stakeholders, using a facilitative, virtual leadership approach.

Articles

- **How to improve the quality of relationships**

Author: Donnie MacNicol

Date: 22 March 2020

In this LinkedIn article, Donnie shared his resources on the iMA Diagnostics tool to help project professionals improve communication and engagement. The tool enables you to improve the likelihood of success by better understanding your own and other peoples' communications styles and preferences.

- **Stakeholder engagement for tackling COVID-19**

Author: Good Governance Institute (GGI)

Date: 7 April 2020

Identified by the Financial Times as one of the top consultancies operating in the private and public sectors, the Good Governance Institute (GGI) works with leaders to put good governance practices in place. During the COVID-19 crisis, GGI produced practical guidance to help NHS boards operate most effectively. This bulletin offered food for thought about stakeholder engagement and the role of boards in this area.

- **A leader's guide: Communicating with teams, stakeholders, and communities**

Publisher: McKinsey

Date: 17 April 2020

In a situation of uncertainty and emotional disruption, such as COVID-19, how organisations communicate can create clarity, build resilience, and catalyse positive change. In this article the authors suggest five things that good crisis-communicators do well.

- **Onboarding a new leader - remotely**

Publisher: Harvard Business Review

Date: 18 May 2020

Whether it's an internal transfer, or a project leader recruited from outside the organisation, joining a team where everyone is remote working creates some big barriers for the new starter. This article provides 6 steps you can take to help build stakeholder relationships that will get your new colleagues up to speed fast.

Templates & Case Studies

▪ **Local Government Association Comms Hub**

Publisher: Local Government Association

During the COVID-19 crisis local councils needed to communicate effectively with a wide range of stakeholders: from residents and businesses to at-risk groups and employees. This “Comms Hub” is an online resource created to help public sector organisations develop and deliver more effective communications.

The hub includes frameworks and templates for:

- Internal communications
- Engaging with partners and service providers
- Local communities eg. residents
- Volunteers
- Social media: governance, content and engagement

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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