



Stakeholder Engagement Quick Reference Guide

Stakeholders: individuals who are either affected by and/or responsible for the outcomes of a project or initiative and provide guidance throughout the development of a defined scope of work. Stakeholders help leaders understand the effects a line of work may have on others or on a system.

Stakeholder Engagement: a collaborative group process that guides the creation and execution of a defined scope of work throughout the lifecycle of a project or initiative.

PRINCIPLES OF EFFECTIVE STAKEHOLDER ENGAGEMENT

Relevance of the initiative, project, work team or committee to stakeholders

- Defining and articulating purpose
- Specifying desired outcomes
- Defining short and long term outputs/outcomes

Trust-based partnerships

- Establishing an agreed upon group process
- Articulate expectations of stakeholder engagement

Effective communication

- Establishing consistent, responsive methods of communication
- Ensuring accessibility of information to all stakeholders
- Addressing conflicts or dilemmas

Shared ownership of problem solving

- Ensuring all voices are heard
- Ensuring timely, reflective, and responsive decision-making
- Defining the scope of stakeholder decisions

STAKEHOLDER ENGAGEMENT: TAKEAWAYS

- Requires strong leadership and strategic/purposeful planning
 - Grounded in the Principles of Effective Stakeholder Engagement
 - Involves a collaborative process of Inform, Prepare, and Act with ongoing Reflection on the Principles of Effective Stakeholder Engagement
 - Guided by knowledgeable, dedicated individuals who benefit from working together to achieve a common goal
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