





COURSE NAME: ENGAGEMENT PLANNING

 Course type Self-directed (online in your own time)	 Course duration Approx. 4 hours	 Pre-requisites None	 Learning level Foundational/beginner
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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.

Read more and enrol now



SUMMARISED: The Seven Steps Of Engagement Planning

STEP 1 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 4 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

WHAT OUR LEARNERS SAY:

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

LOCAL COUNCIL OFFICER

COURSE COST:

\$345

Enrol in Engagement Planning

Check out our other courses
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