

Stakeholder Engagement & Communications

AEC
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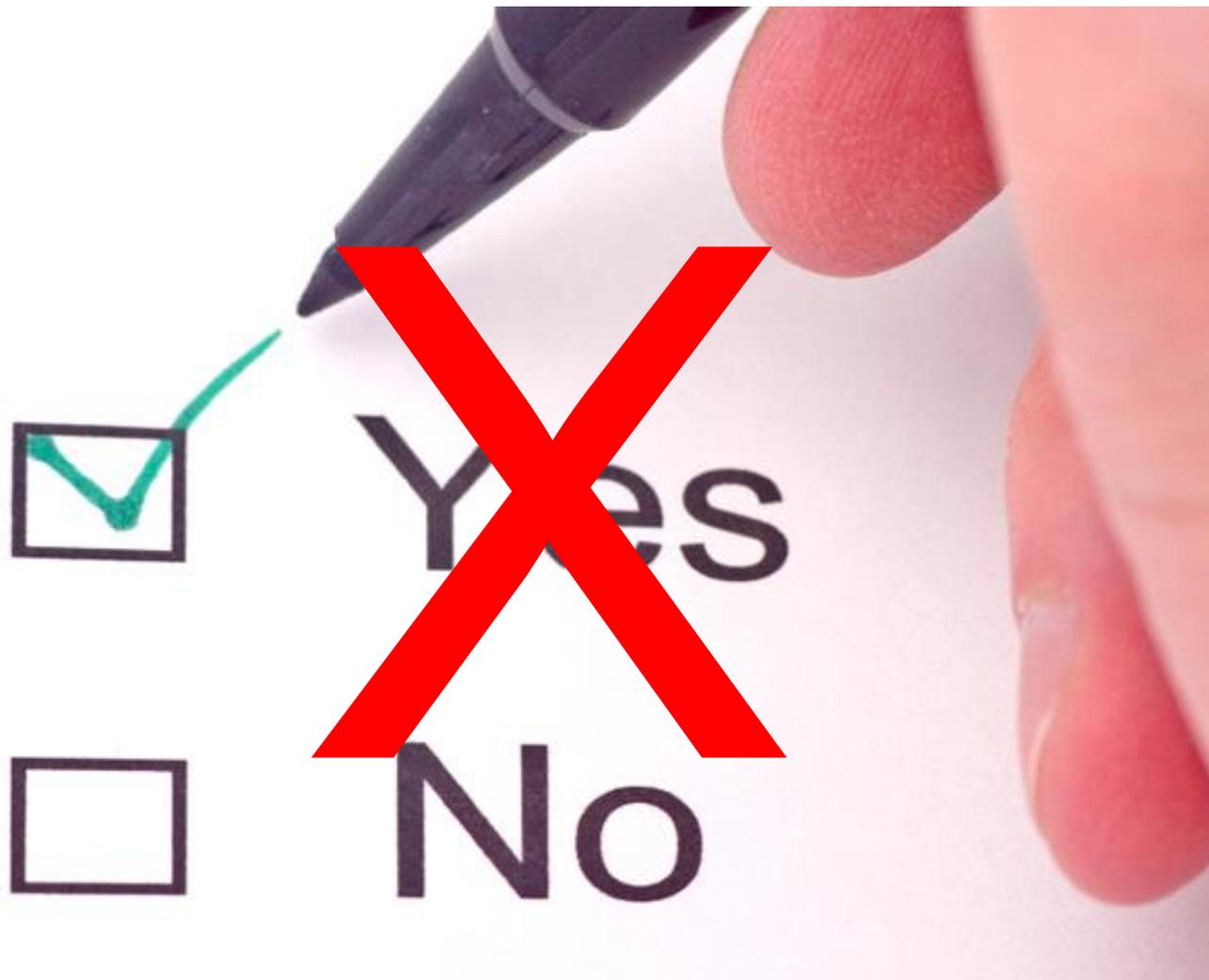
About This Session

- Share practical ideas and tips
- Enhance your existing understanding
- Make your lives easier
- Give you something workable
- Help you see stakeholder engagement a little differently



We're going to do it all in 40 minutes!









Benefits of stakeholder engagement

- Help you understand stakeholder issues
- Help you gain meaningful feedback
- Help you get people involved
- Help you gain support
- Much more....
- **Help you improve your outcomes**

8-step engagement plan

1. Define your engagement objectives
2. Identify your stakeholders
3. Prioritise your stakeholders
4. Decide your engagement tactics
5. Tailor your communication
6. Create an action plan
7. Record your engagement
8. Evaluate your activity

1. Define your objectives

Why are you engaging in the first place?

What do you want to achieve?



"Our main goal is to please our stakeholders... except when their processes are complex... or when they have too many requirements... or when they are hard to deal with."

Activity: 5 Minutes

In your tables:

What do you want to achieve through communication and engagement?

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2. Identify your stakeholders

Who do you **WANT** to engage with to achieve your objectives?
Who **NEEDS** to be engaged with?

Strategic stakeholder

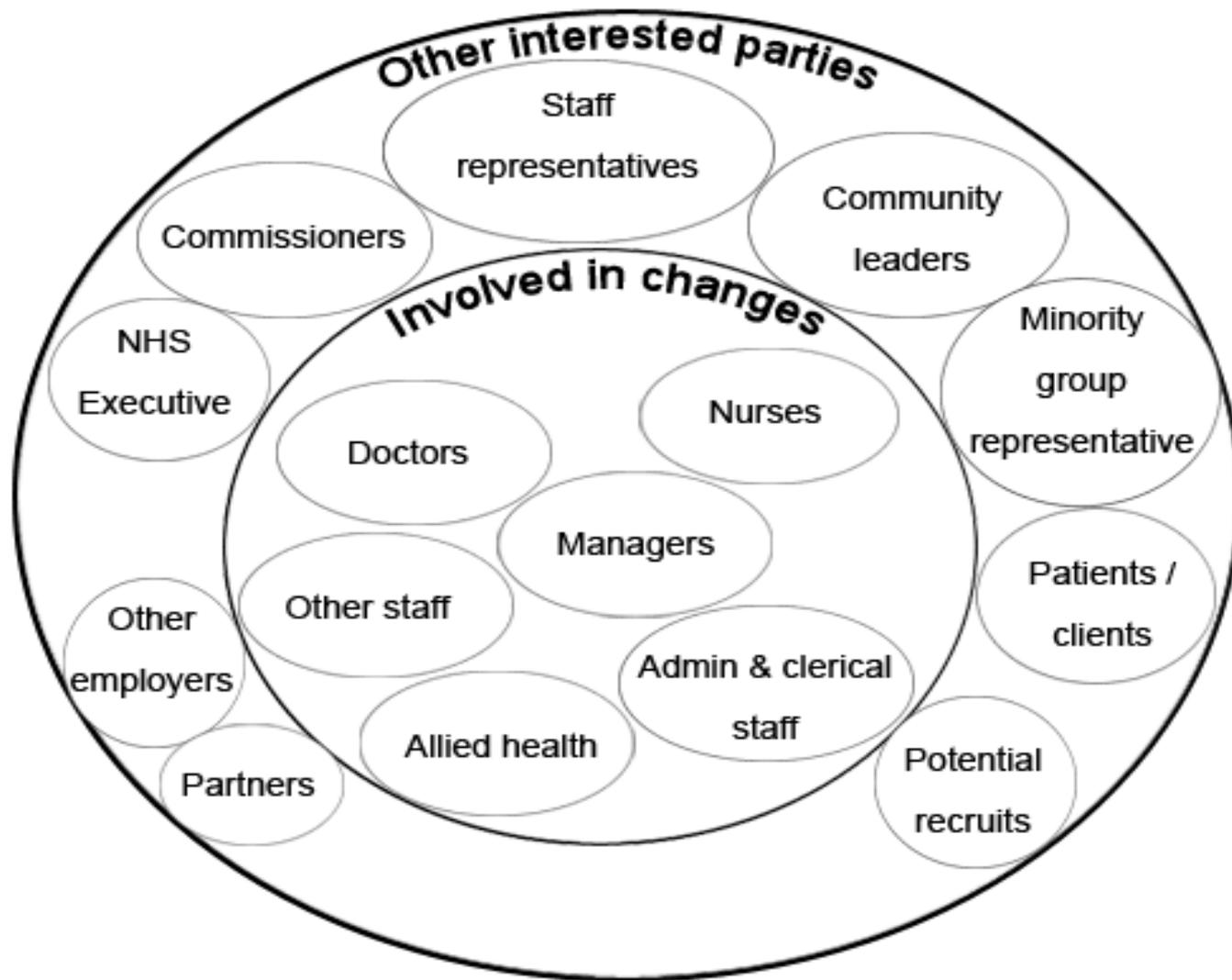
Those who **can affect** you:

Say what you should do, say what resources you have, say what you should achieve

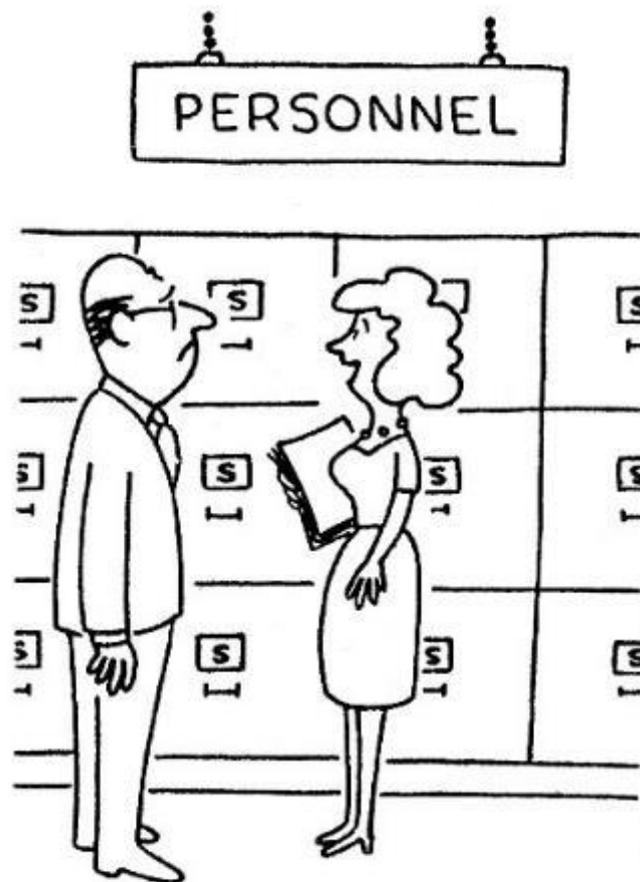
Moral stakeholder

Those who are **affected by** you:

Impacted by decisions, affected by your plans



Who is missing?



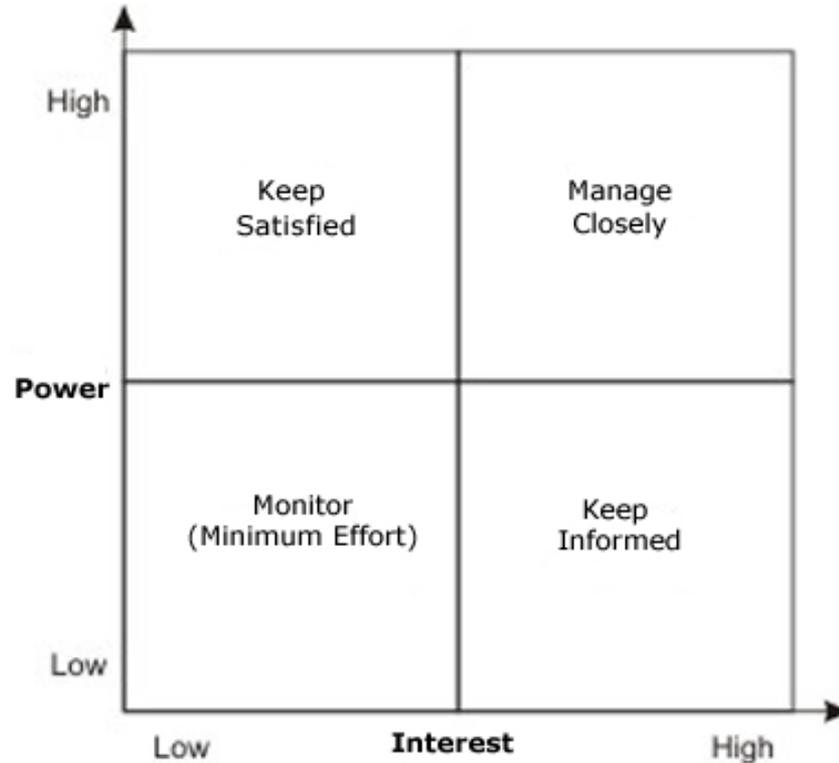
"IT'S REALLY A SIMPLE SYSTEM —
I FILE EVERYONE UNDER 'S'
FOR 'STAKEHOLDER'."

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3. Prioritise your stakeholders

**Mendelow's
Power/Interest
Matrix**



Who are your key stakeholders?

Activity: 5 Minutes

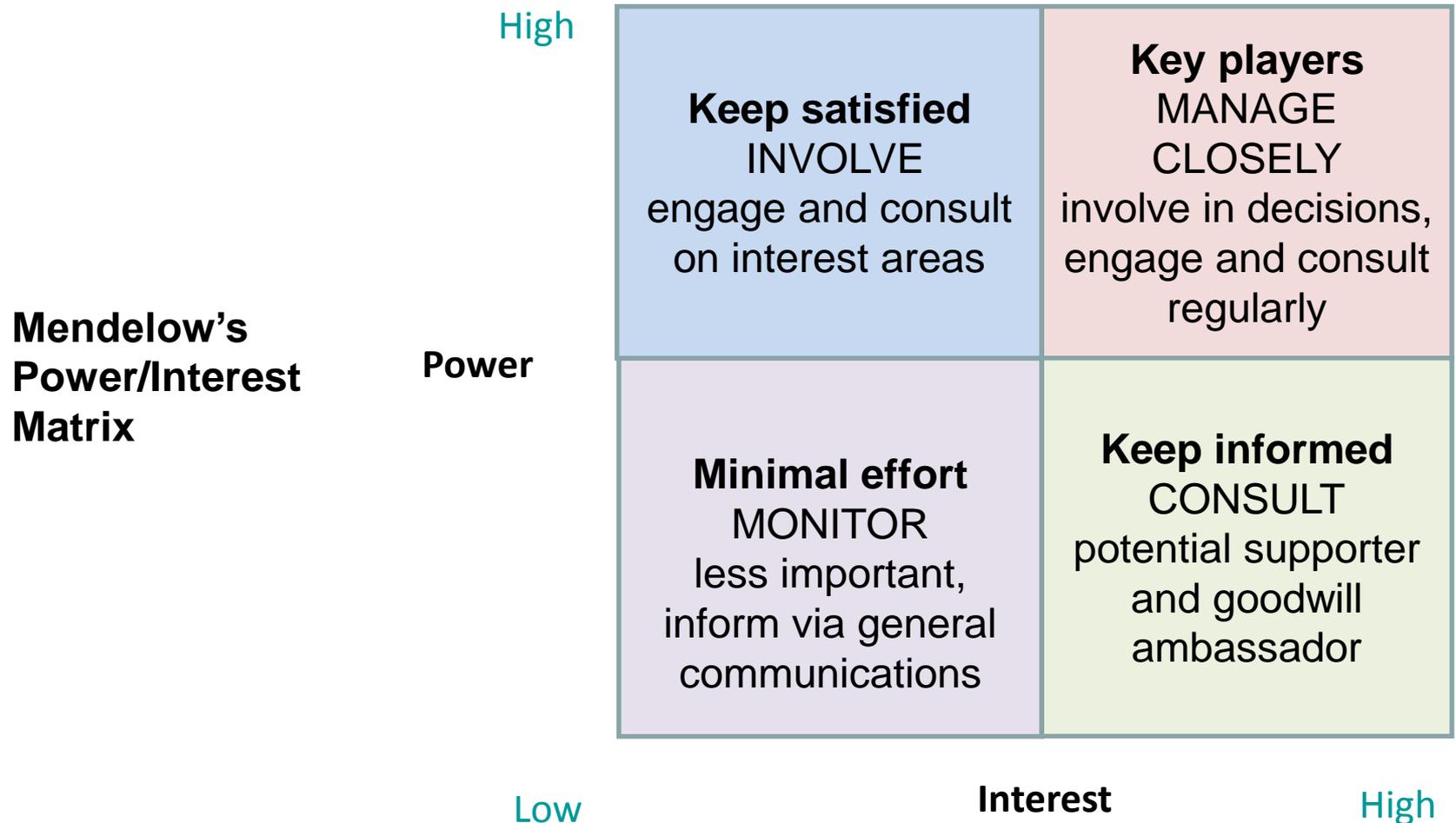
In your tables:

**Who are your priority stakeholders?
I.e. Those that have high power and high interest?**

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4. Decide your engagement tactics



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5. Tailor your communication

What do your stakeholders want?

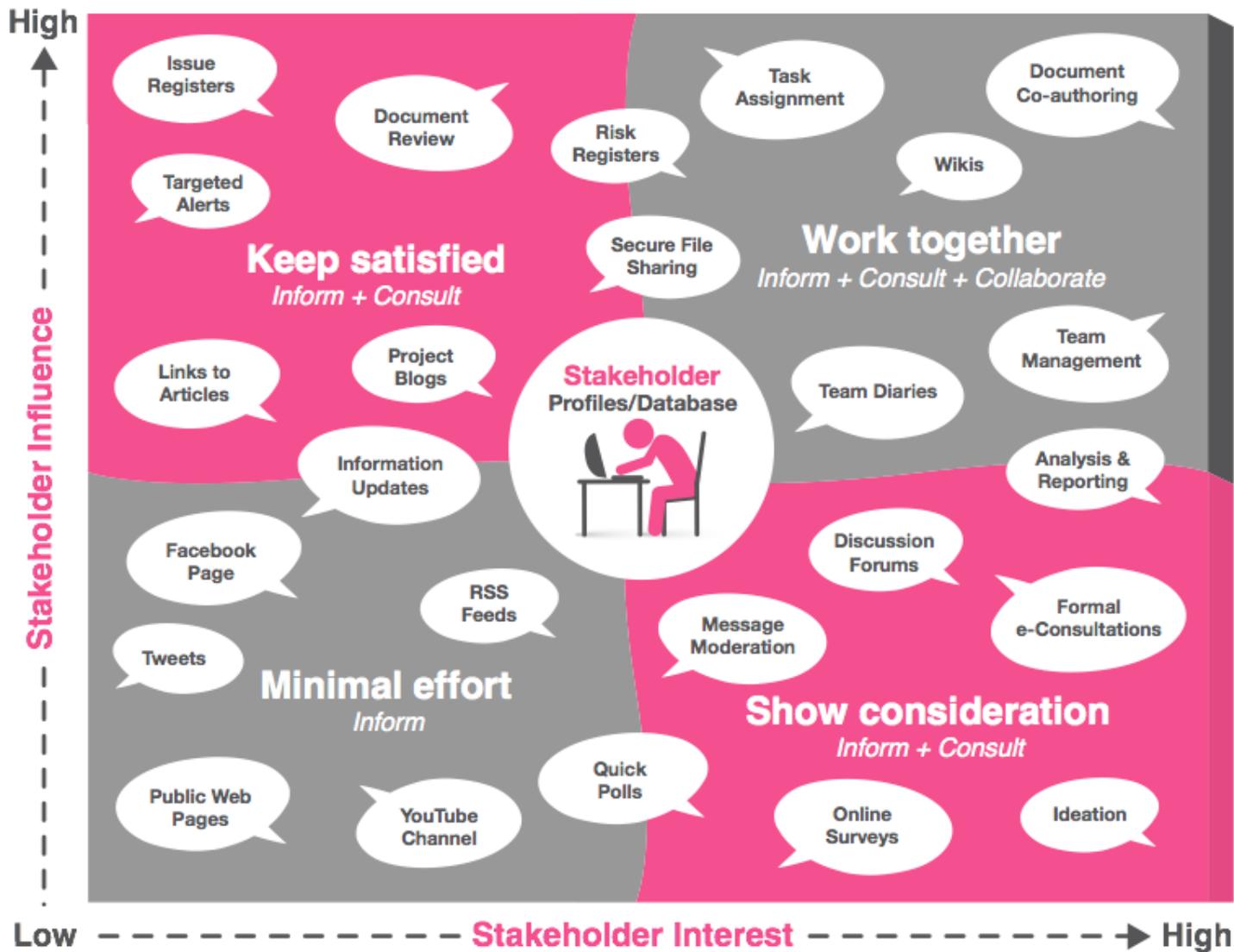
Reverse mapping: looking from their point of view

1. What level of engagement do your stakeholders expect?
2. How do they want to be engaged with?
3. What are their issues?
4. What are their goals?

5. Tailor your communication

Where are your stakeholders at?

Knowledge stage	Mass media, opinion leaders, websites
Persuasion stage	Interpersonal, peers, testimonials, websites
Decision stage	Demos, assistance, samples, pilots, websites
Implementation stage	Info manuals, DVDs, case studies, mentoring
Confirmation stage	User groups, newsletters, websites



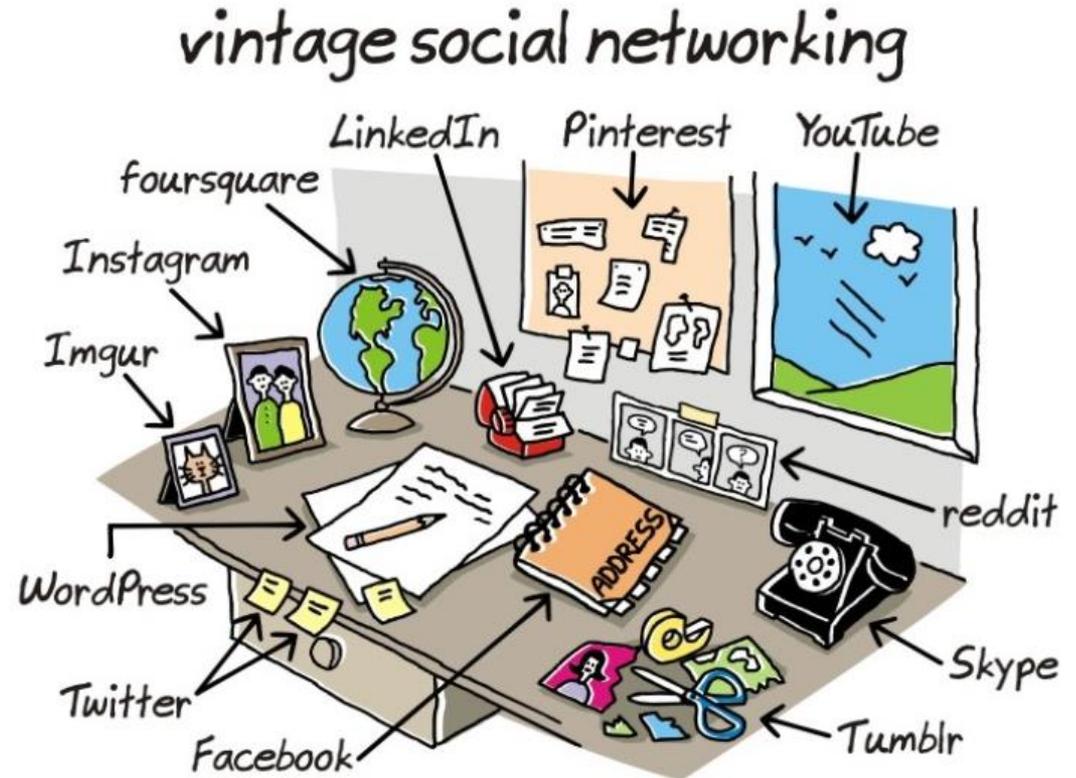
5. Tailor your communication

- What might work for GPs?
- What might work for your colleagues?
- What might work for patients?



5. Tailor your communication

- Social media?
- Events?
- Newsletters?
- Crowdsourcing?
- Many other options?



Activity: 10 Minutes

In your tables:

**What is the best way to engage with your
priority stakeholders?**

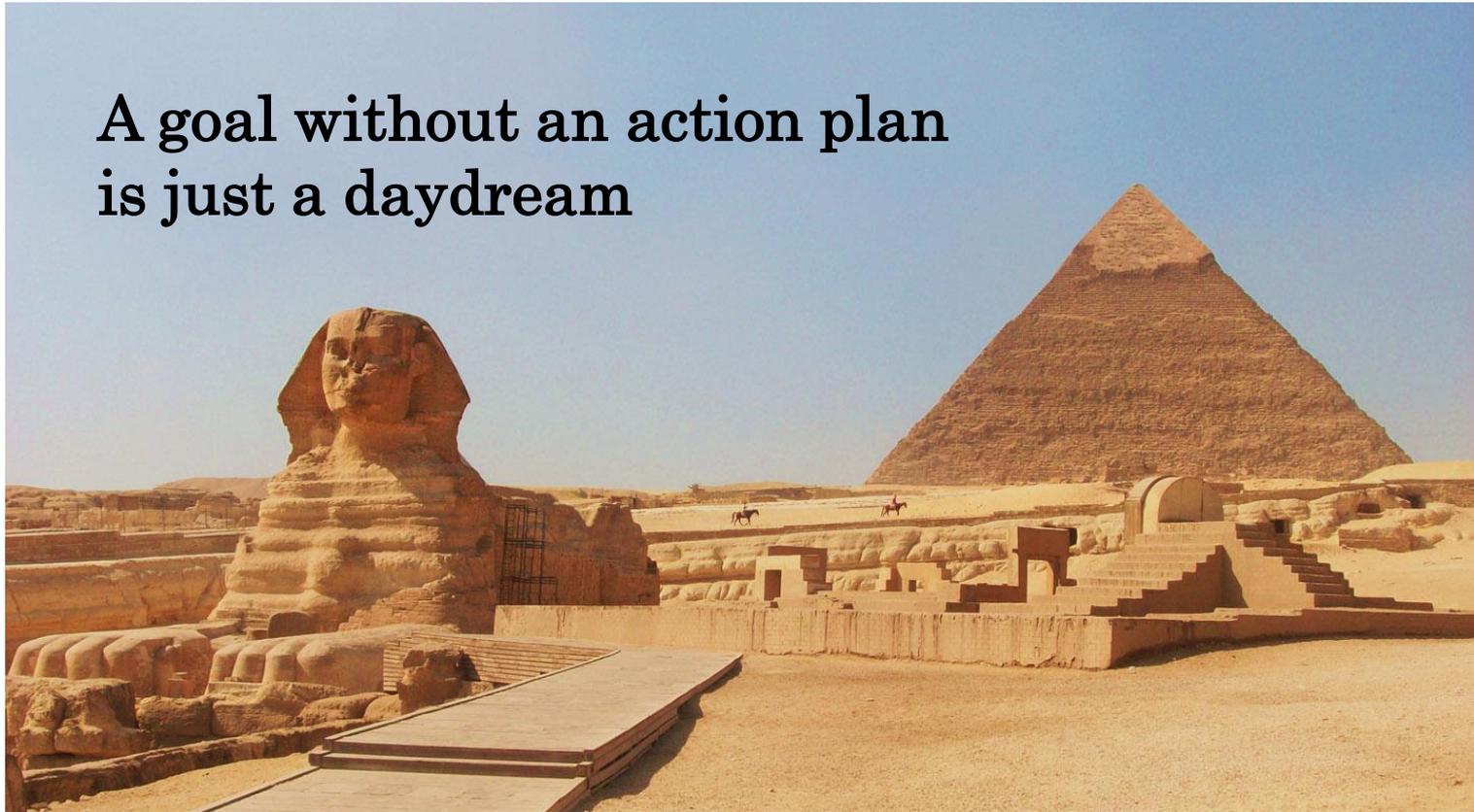
- What do you do well now?
- What could you introduce?

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6. Create an action plan

A goal without an action plan
is just a daydream



6. Create an action plan

- What have you decided to do?
- When will you start?
- How often will you do it?
- Who will carry out the actions?
- Who will manage the relationships?

6. Create an action plan

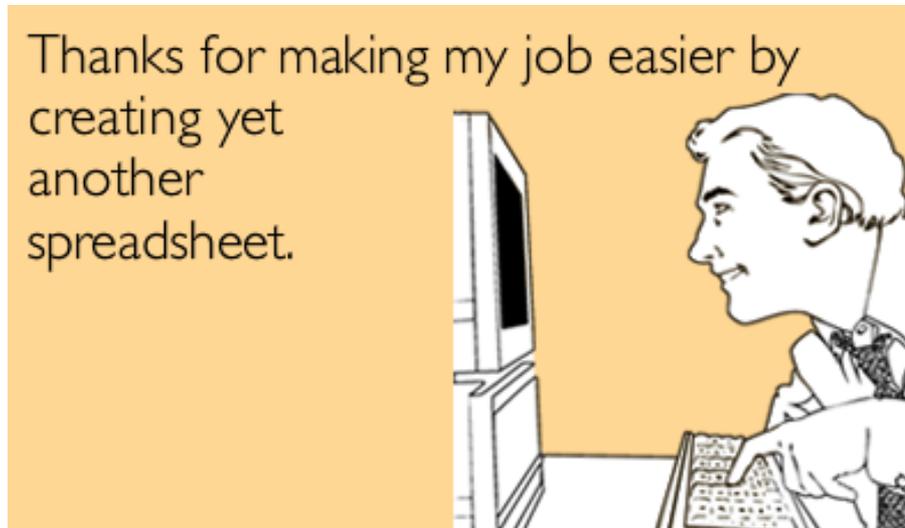
	Project lead Network sites	Clinical Leads Network sites	Nurse Lead Network sites	Analyst Network Sites	Executive lead Network sites	NHS England	AEC Programme board
AEC Site support	Fortnightly	Quarterly	Every 6-8 weeks	Monthly	Quarterly		
AEC Clinical Leads	ad hoc	Every 6-8 weeks	Ad hoc				Quarterly
AEC Measurement support	Ad hoc	Ad hoc	Ad hoc	Monthly	Ad hoc		
AEC Programme Director	Every 6-8 weeks	Quarterly	Quarterly	Quarterly	Quarterly	Monthly	Quarterly
AEC Project manager	Fortnightly	Monthly	Every 6-8 weeks	Ad hoc			Quarterly

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7. Record your engagement

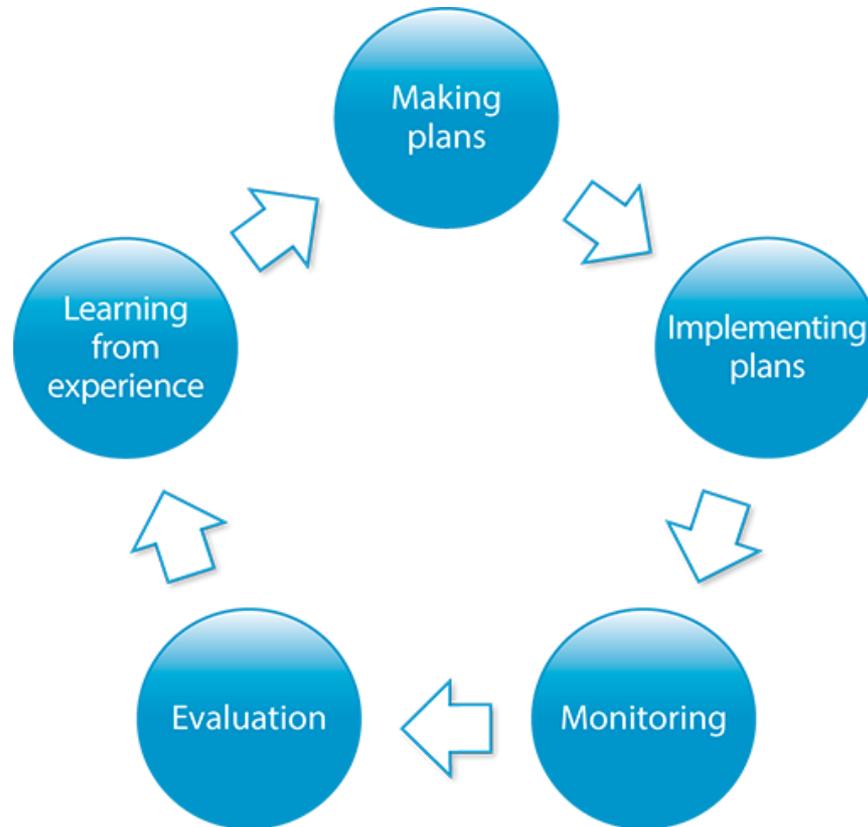
- SRM system? Access database? Excel spreadsheet
- Who will record activity?
- Who will take actions forward?
- Review it regularly and create accountability



8-step engagement plan

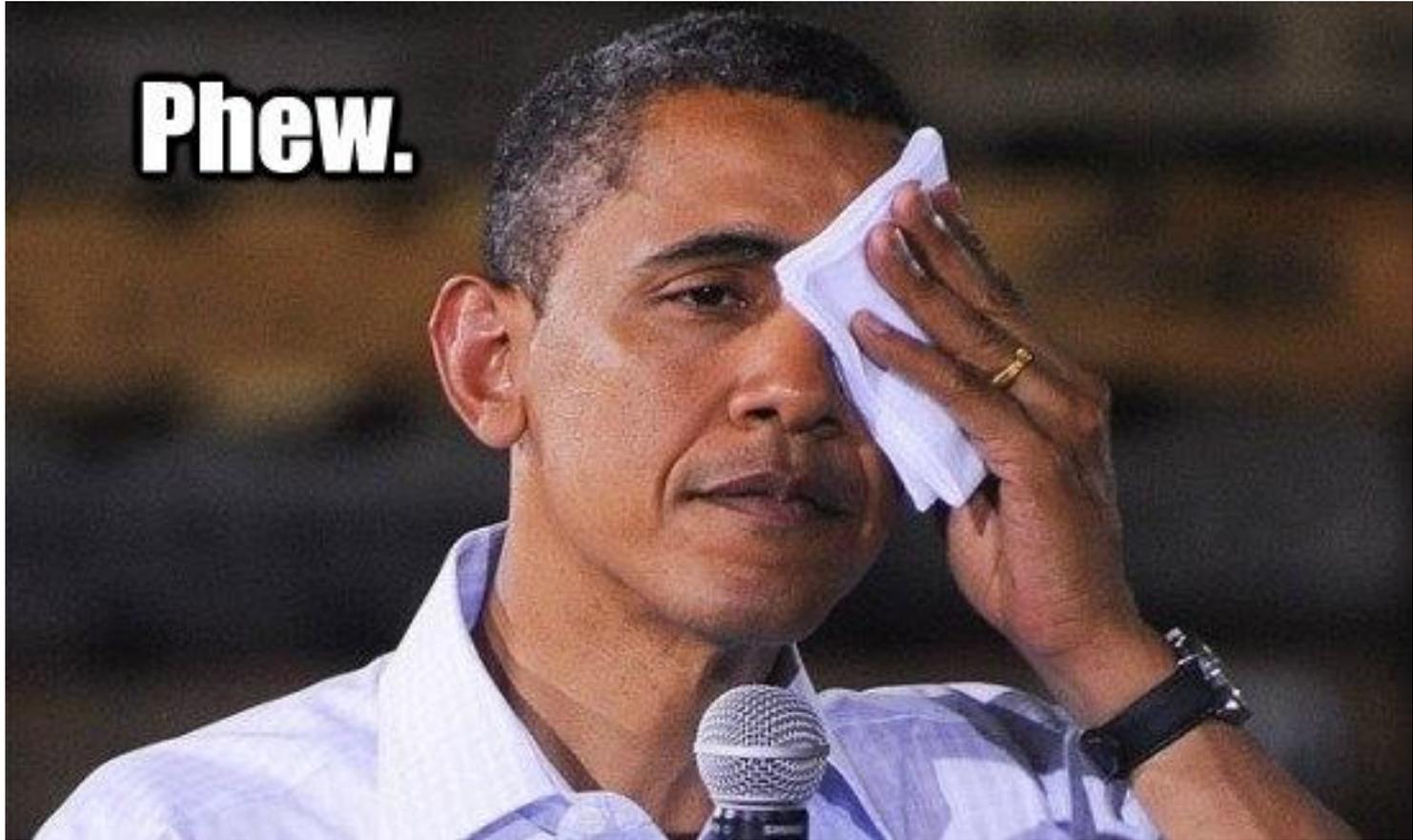
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Phew.

10 tips for stakeholder engagement

1. Engage early in the process
2. Listen - ask your stakeholders how they want to engage with you
3. Engagement is about two-way dialogue
4. Do not just tick a box – people can see through it straight away
5. Don't pretend that feedback is important if it isn't
6. Your stakeholders are busy - communicate appropriately and show appreciation
7. Don't forget - they may talk to each other more often than they talk to you
8. Keep story straight and transparent
9. Keep them informed and involved – no one-off communications
10. Treat them as you would wish to be treated

Thank you