

IDENTIFYING STAKEHOLDER GROUPS

8 QUICK TIPS TO HELP YOUR NEXT ENGAGEMENT PROJECT REACH ALL THE RIGHT PEOPLE



1 START WITH YOUR ORGANIZATION AND THE BRIEF

Asking your immediate circle for input right at the start of a project can help to focus your questions and refine the consultation. It's easy to overlook the obvious; draw on the ideas of the people around you and you'll be surprised at how much clearer your ideas can become.



2 LOOK UP PREVIOUS CONSULTATIONS

There's no need to reinvent the wheel every time you need to conduct an engagement project! By referring to previously run consultations, even those done by other organizations, you can start to build up a list of people and entities to reach out to.



3 DEFINE THE 4 CORE CATEGORIES



ORGANIZATIONS



PARTNERS



ADVOCACY GROUPS



THE PUBLIC

Each of the 4 core categories has multiple groups within it and can help to direct your thinking. Start by dividing a page into quarters and putting 3 names in each category - you can add and subtract as your plan develops, but you need to start somewhere!

4 SELECT EXTERNAL ORGANIZATIONS TO REACH OUT TO

Think about the organizations that will be directly impacted by the subject of the consultation.

Are there businesses operating in the area? Will trade or transport be disrupted at any point during the project? Could the project impact a location's tourism, cultural heritage, or utilities infrastructure? These questions will help to identify the organizations you need to treat as stakeholders.



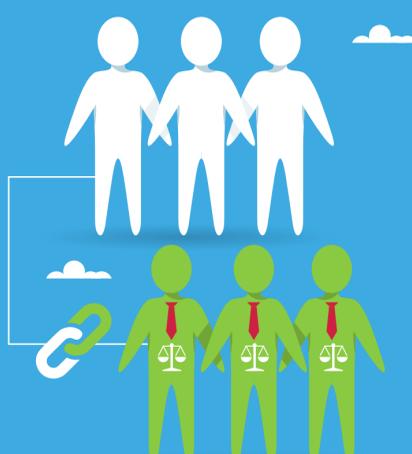
5 IDENTIFYING KEY PARTNERS



A partner here is a group involved in the actual administration of the project itself. Partners and their interests should form a part of your engagement strategy, especially in large organizations where internal communication can spell the difference between a project that runs on time and on budget and project that disintegrates into disaster.

6 CONNECTING WITH ADVOCACY GROUPS

Advocacy groups are an essential player in legitimizing a consultation project. Although these groups may have niche or specific interests in a project, they are a valuable and important source of community comment. The best way to identify community advocacy groups in an engagement project is through serious research. That means hitting social networks, community groups, public forums and meetings, and trying to connect with any group that shares a border with your project in some way.



7 DON'T FORGET NON-HUMANS!



Although many projects have a built-in environmental impact assessment, it's important that you consider the groups and scientific community that represents these interests. Involve these interest groups in your stakeholder engagement plans, or your project could end up deadlocked against nature itself!

8 ASK YOURSELF "WHO COULD STOP THIS?"

Some stakeholder groups - sometimes even individual people - have enough influence over a project that they could realistically thwart the whole thing if they are not included in a genuine way. Sometime asking the question can lead you to think of groups you might have missed.

