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# Engaging Partners and Strengthening Coordination Partnerships – Session 1

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September 2, 2021



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# Today's Session

- Stakeholder Engagement
  - Definition & Principles
  - Expansion
  - Group Discussion
- Next Steps

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# Stakeholder Engagement: Definition and Principles



# Stakeholder Engagement

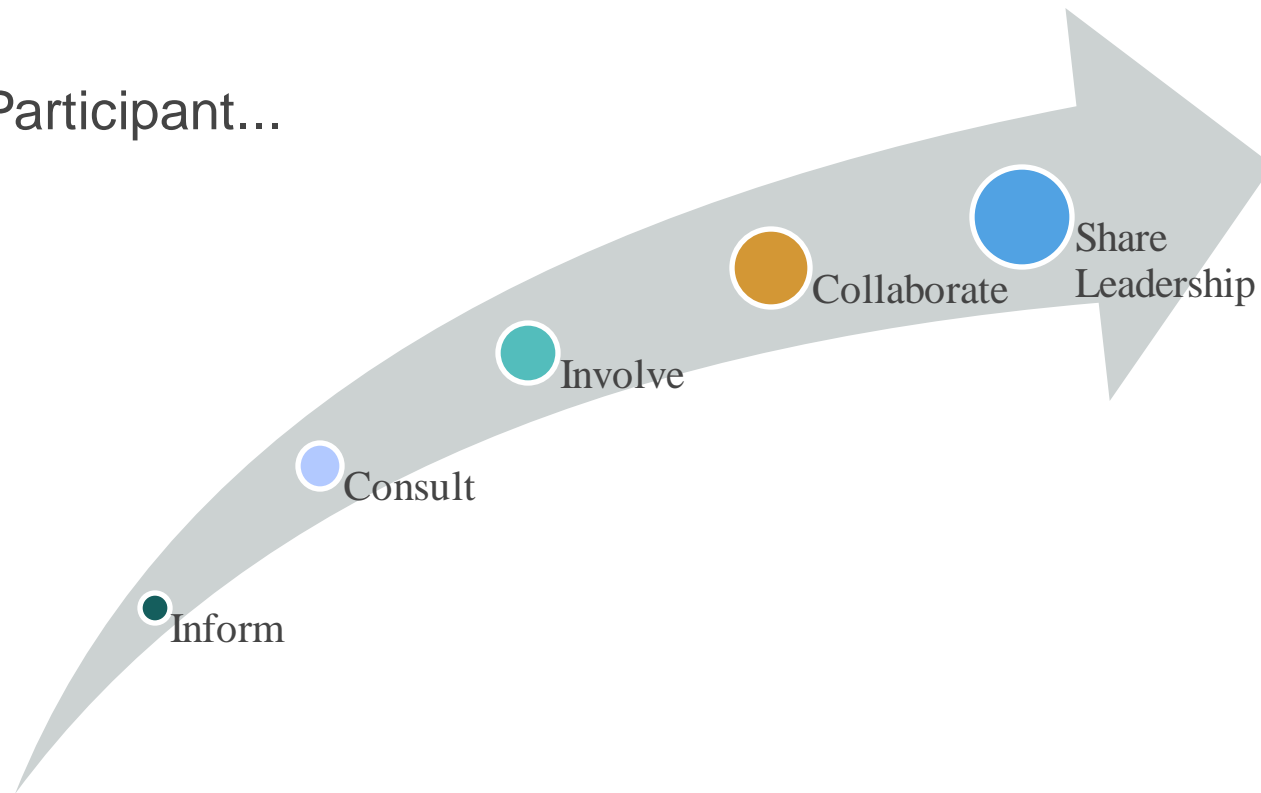
A stakeholder is any individual or organization involved in or that could be affected by a course of action.

Stakeholder engagement is the practice of influencing a variety of outcomes through consultation, communication, negotiation, compromise, and relationship building.

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# The Continuum of Stakeholder Engagement

From Participant...



Share  
Leadership

Collaborate

Involve

Consult

Inform

...To Partner

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# Discussion

- Think about your stakeholders....
  - What are examples of stakeholders who you engage with at various levels of the continuum?
  - Why is it important to consider your level of engagement with stakeholders?

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# New Approaches to Stakeholder Engagement

## Traditional

Fragmented

Issues-Based

Relationship Management

Linked to Short-Term Goals

Dependent on Division of Interests &

Personal Management Styles

## Emerging

Integrated & Systematic

On-Going

Relationship Building

Linked to Long-Term Goals

Driven by Shared Goals, Mission,

Values & Strategies

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# Principles of Engagement: 6Rs

- ✓ Recognition
- ✓ Respect
- ✓ Role
- ✓ Relationships
- ✓ Rewards
- ✓ Results

Source: U Kansas Community Toolbox: <https://ctb.ku.edu/en/creating-and-maintaining-coalitions-and-partnerships>





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# Reflection

- Think about a stakeholder that has been difficult to engage...
  - Might a focus on one or more of the “Rs” improve the level of engagement?

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# Expansion of Stakeholders

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# Discussion

- Stakeholders focused on coordination
  - Family Service Organizations
  - Direct Service Providers
  - Families
  - Funders
  - Others



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# Discussion

- What stakeholder groups do you engage with consistently and how do you do it?
- What stakeholder groups would you like to engage more?

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# Expansion of Stakeholders: Families

- Family involvement leads to increased satisfaction with services
- Families bring an important perspective
- Families build neighborhood and community connections
- Families help brainstorm the reasons a problem exists and possible solutions

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# Discussion

- How might you identify and contact interested families?
- What strategies can you use to engage families?
  - Surveys
  - Interviews
  - Meeting Attendance
- How can you make engagement worthwhile for families?
  - Compensation

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# Group Discussion

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# Group Discussion

- Are there skills that will be important for effective engagement of stakeholders?
- Think about your team's strengths and skills. Are there skills that your team will need to improve to effectively engage stakeholders?
- What contexts and power dynamics should you be aware of when engaging stakeholders?



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# Thank You!

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