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This presentation is for use with
“Lesson Plan 05: Stakeholder
Engagement” in the HWTS
Program Design Trainer Manual

Available at resources.cawst.org



Stakeholder Engagement

Module 5

2020 | April





Stakeholder engagement is the process by which an organization involves individuals or groups of people who are impacted by, or can influence their program.



Standing Continuum



Debate: To engage or not to engage



- Form two groups
- Half the participants will receive reasons why *stakeholder engagement* is important.
- The other half will receive common challenges with *stakeholder engagement*.
- Then we will debate.



Learning Outcomes



At the end of this session, the participants will be able to:

- Identify various stakeholders that could be involved in a HWTS program
- Explain the process of stakeholder analysis
- Analyze stakeholder power, interest, and level of engagement
- Discuss various engagement activities for program stakeholders



Stakeholder categories:



- Government
- Community
- Service providers
- Capacity developers
- Funders



Stakeholder Identification

Brainstorm as many potential Panau stakeholders as you can for each category described earlier and then write them on stick notes (one stakeholder per sticky note).



Power, Influence, Interest



Power: is the level of authority a stakeholder has in the project. Is measured as high, medium or low.

Influence: is the level of involvement the person has. Is measured as high or low.

Interest: is the level of motivation the stakeholder has to work with the project. Is measured from in favour to opposed.



Stakeholder Role Play



Stakeholder Analysis : Role play



Option 1:

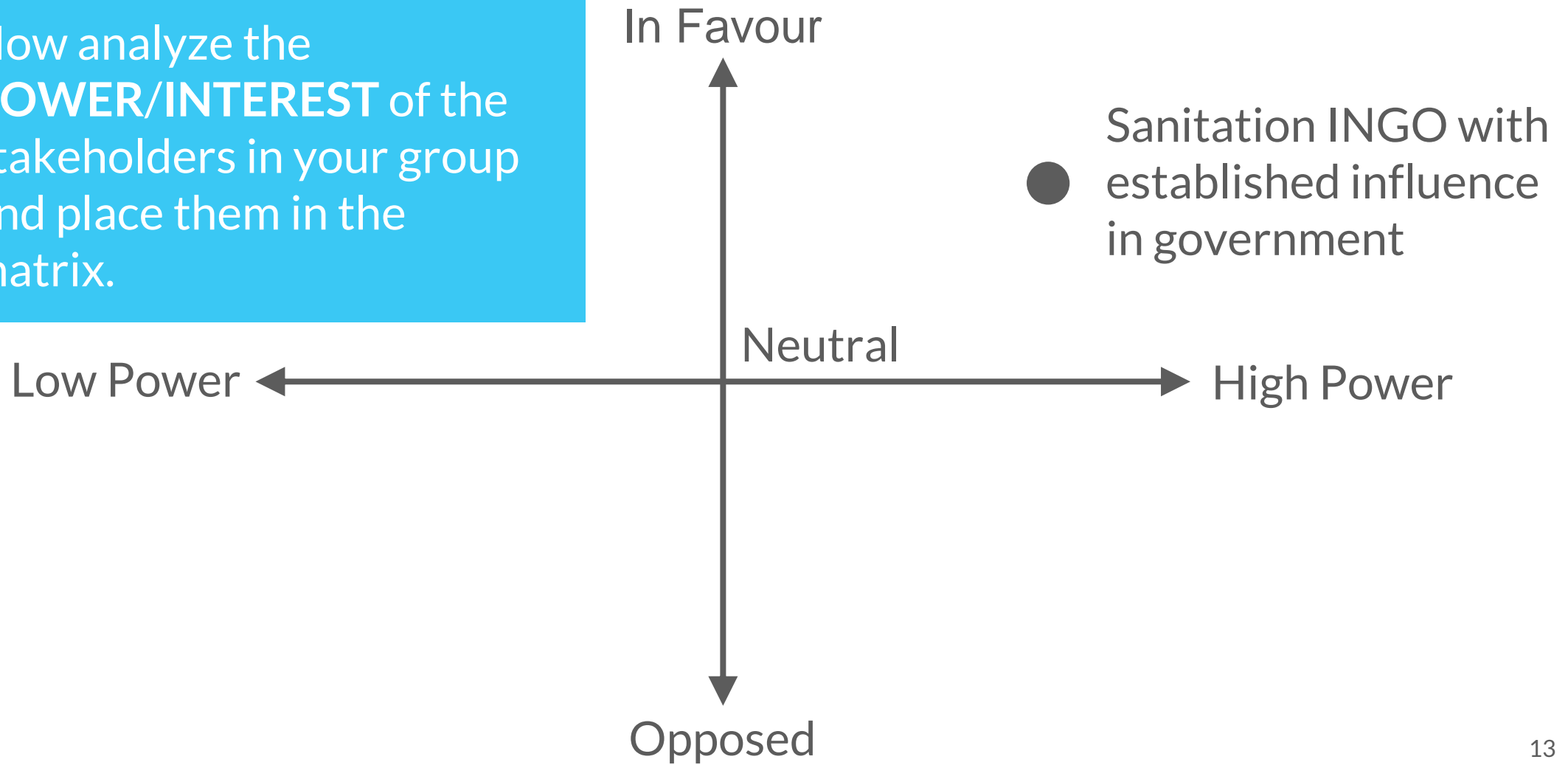
1. Take a card, read it silently, and consider your role as a stakeholder
2. One person will start by sitting in a chair or on the floor in front of their group.
3. Introduce yourself as the stakeholder on their role card
4. Once you introduce yourself, the group is now allowed to ask you questions.



Analyze: Stakeholder Power versus Interest

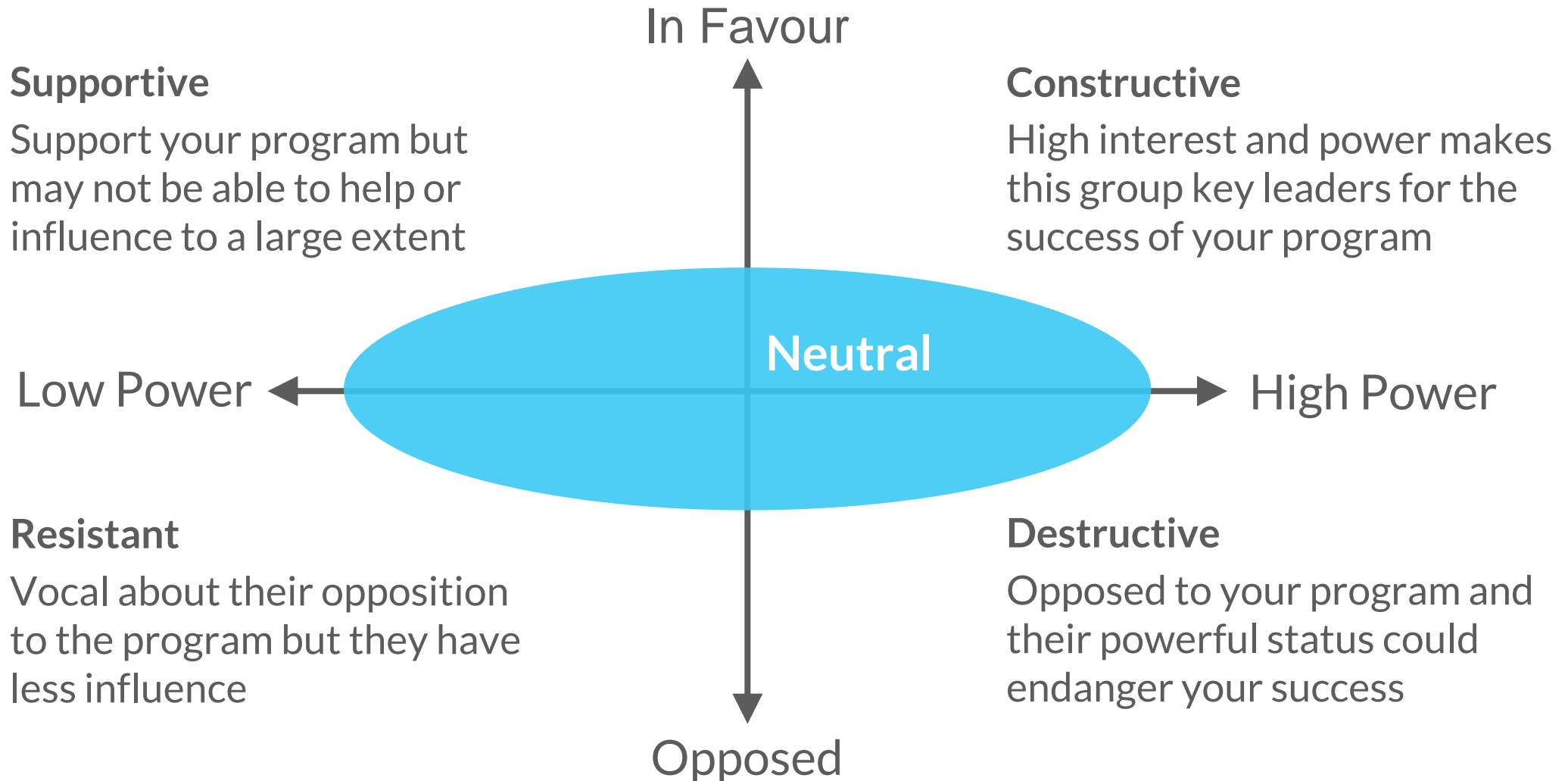


Now analyze the **POWER/INTEREST** of the stakeholders in your group and place them in the matrix.



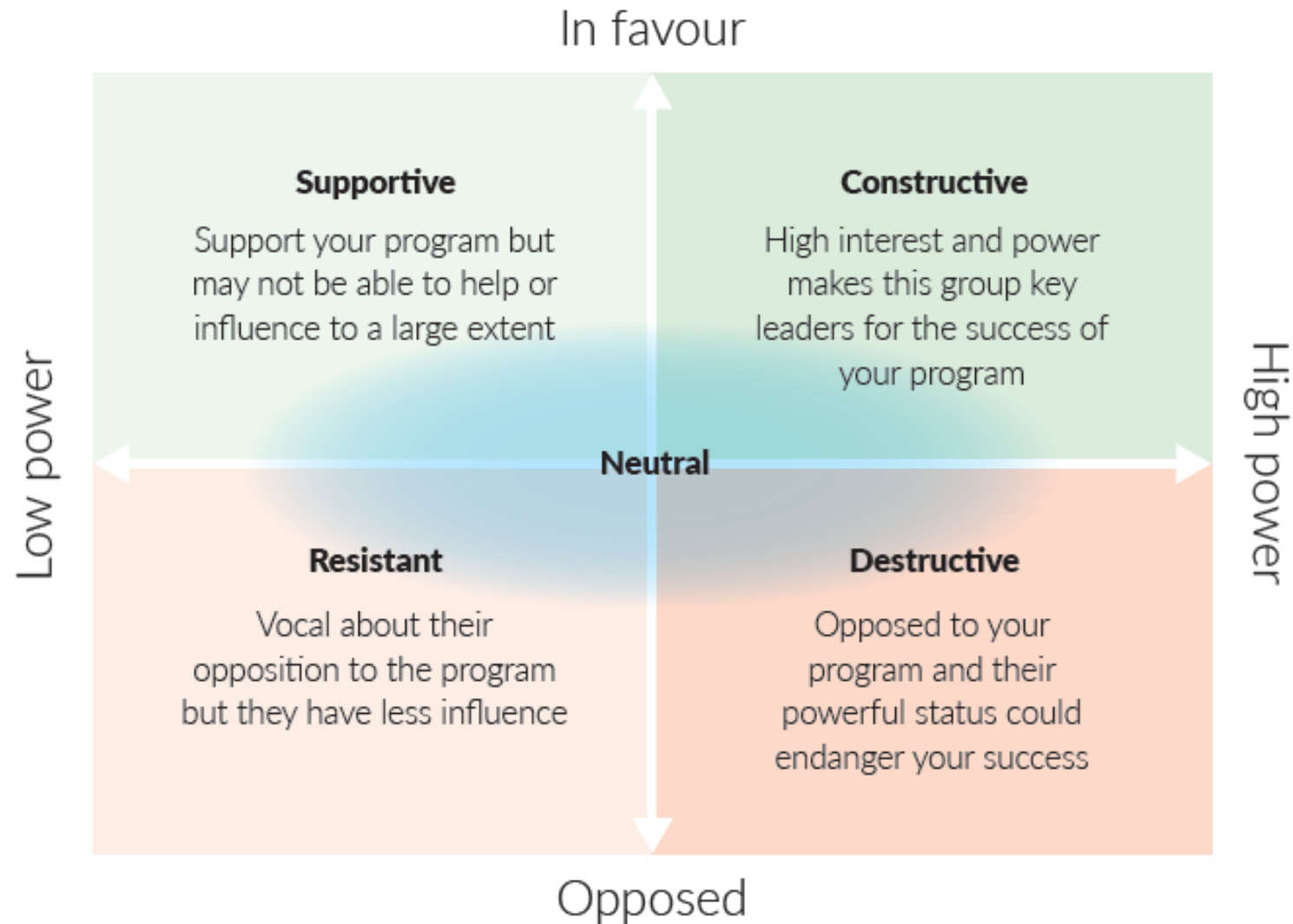


Analyze: Stakeholder Power versus Interest





Analyze: Stakeholder Power vs Interest



What's the point?

Levels of Engagement

Inform



Consult



Collaborate



Empower





Inform



Collaborate

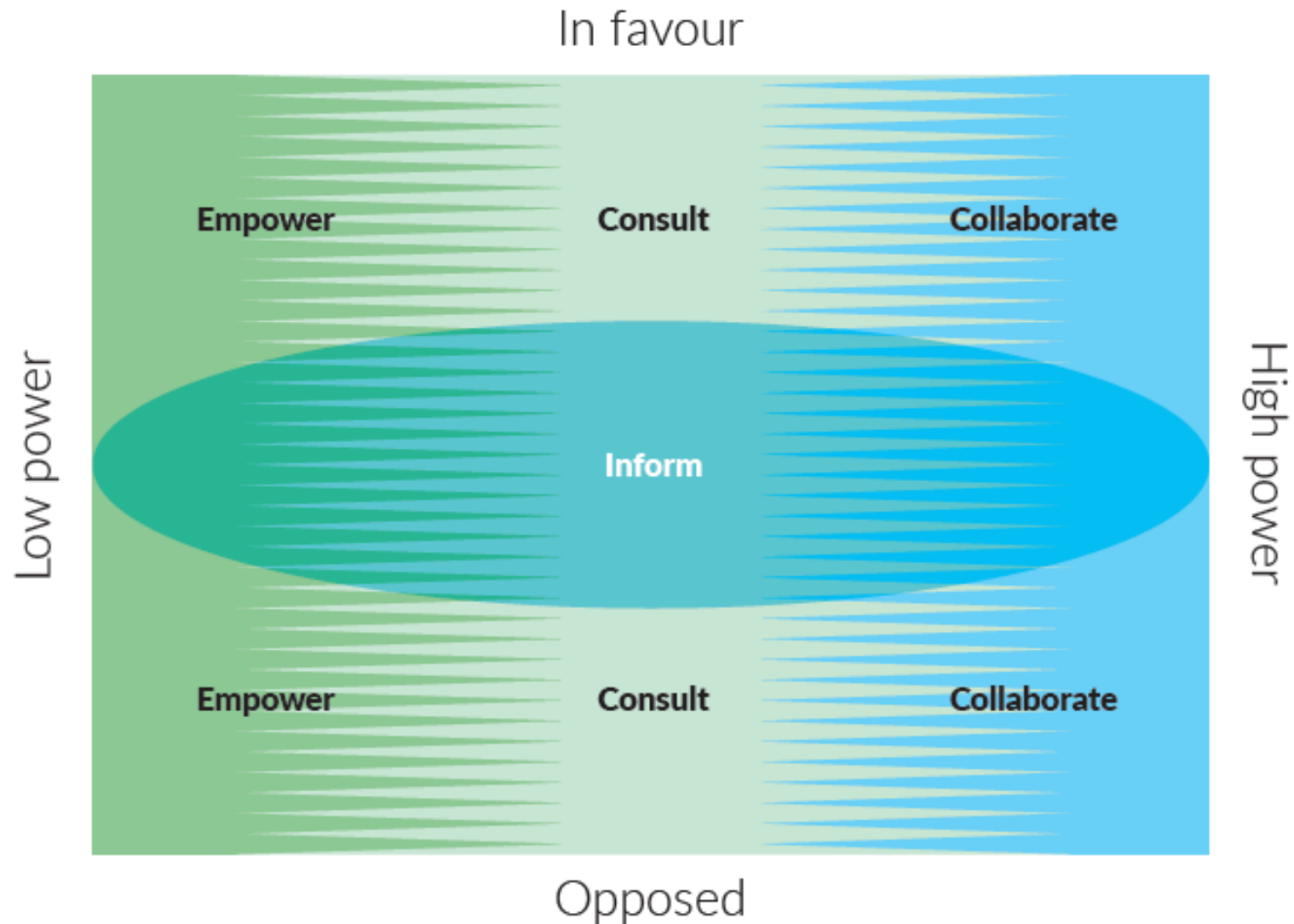


Consult



Empower

Stakeholder Power vs Interest



Panau Stakeholder Engagement Plans

Stakeholder	Power / Interest	Interest	Relationship	Goal of Engagement	Engagement Activities	Frequency	Notes on Stakeholder interest and concerns
	High Power Low Power	In favour Opposed	Constructive Supportive Resistant Destructive Neutral	Inform Consult Collaborate Empower		Occasional Less Frequent Frequent Very Frequent	
	High Power Low Power	In favour Opposed	Constructive Supportive Resistant Destructive Neutral	Inform Consult Collaborate Empower		Occasional Less Frequent Frequent Very Frequent	

In pairs – share and review each other's plans:

- What challenges and barriers they might encounter with this plan?
- What preparation would they require?
- What information are they still lacking about their stakeholder?
- Is there another way to engage with the stakeholders?
- How will they know if they have engaged effectively?
- When should they re-evaluate the engagement?

Workflow Table Review





References



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 Calgary · Alberta · Canada

 + 1 403 243 3285

 cawst@cawst.org

 cawst.org

