



# Power of Engagement

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# Agenda

- Introductions
- Why Engage?
- Designing effective engagement plans
- Mapping your Communities & Stakeholders
- Engagement Activities, Tools & Techniques
- Reporting Results
- Wrap-up & Your Next Steps

# Introductions

Please share your name, who you are representing, and where you have traveled from.

# About Laridae: Solve. Change. Soar.



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# Discussion

- Tell us about a time that you participated in a good stakeholder or community engagement process?
- What did you like about it?
- What did you not like?
- What was the outcome? Was it effective?
- What stops you from regular engagement?

# Engagement: An Overview

# What *is* engagement?

- Process: connection, outreach, interactivity
- Attitude (hint: it's not a monologue)
  - Vulnerability
- Set of activities, tools, techniques

# Why engage our communities?

- Include people in the planning process directly and in a meaningful way
- Include people in our growth and change
- Obtain data, opinions & information
- Inform or educate
- Be transparent
- Build and strengthen relationships
- Establish trust
- Increase early buy-in
- To have real, fruitful, ongoing conversations



# When should you engage?

- Planning
- Change Management
- Aligning practices with societal needs and expectations
- Relationship building & establishing trust
- Risk Management

# What makes Engagement Meaningful?

- **Genuine Engagement:** it's not just a check-box
- **Empathy:** listen hard and acknowledge the experiences
- **Acceptance & Openness:** be open to hearing about successes and failures
  - You need to know what you are *doing well to do more* of it and what *needs improvement so it can be addressed*
  - Listen (the good, the bad, and the ugly)
- **Inclusivity:** everyone, even when it's hard

# Where are YOU on Engagement?

Thinking about your organization's engagement practices...based on what you know, how would you rate the **need for change** from 1 to 5?

Please write down your answer.



1 - Not at all

5 - A lot

# The Process

# Engagement Plans

**Effective Plans** set out all elements of your engagement initiative (example: engagement for strategic plan), including:

- **Who** will be engaged
- **How** and **when** engagement will happen
- **Principles** (rules of engagement)
- **Invitations & promotion**
- **Key messaging** (appropriate to channel)

# Creating Effective Engagement Plans

Questions to consider:

- How many different stakeholder groups?
- Who needs to be engaged in-depth (focus group, interview)
- Who will participate? Who will be hard to reach?
- What are they going to say about us?
- Anonymous reporting (or not)
- Incentives

# Stakeholder Mapping

# Who to Engage

- Involves people who:
  - may be affected by the decisions an organization makes
  - can influence the implementation of an organization's decisions
  - may support or oppose the decisions
  - be influential in the organization or within the community in which it operates
  - hold relevant official positions or be affected in the long term
- It's an opportunity to explore what drives them forward (purpose, value, appreciation)



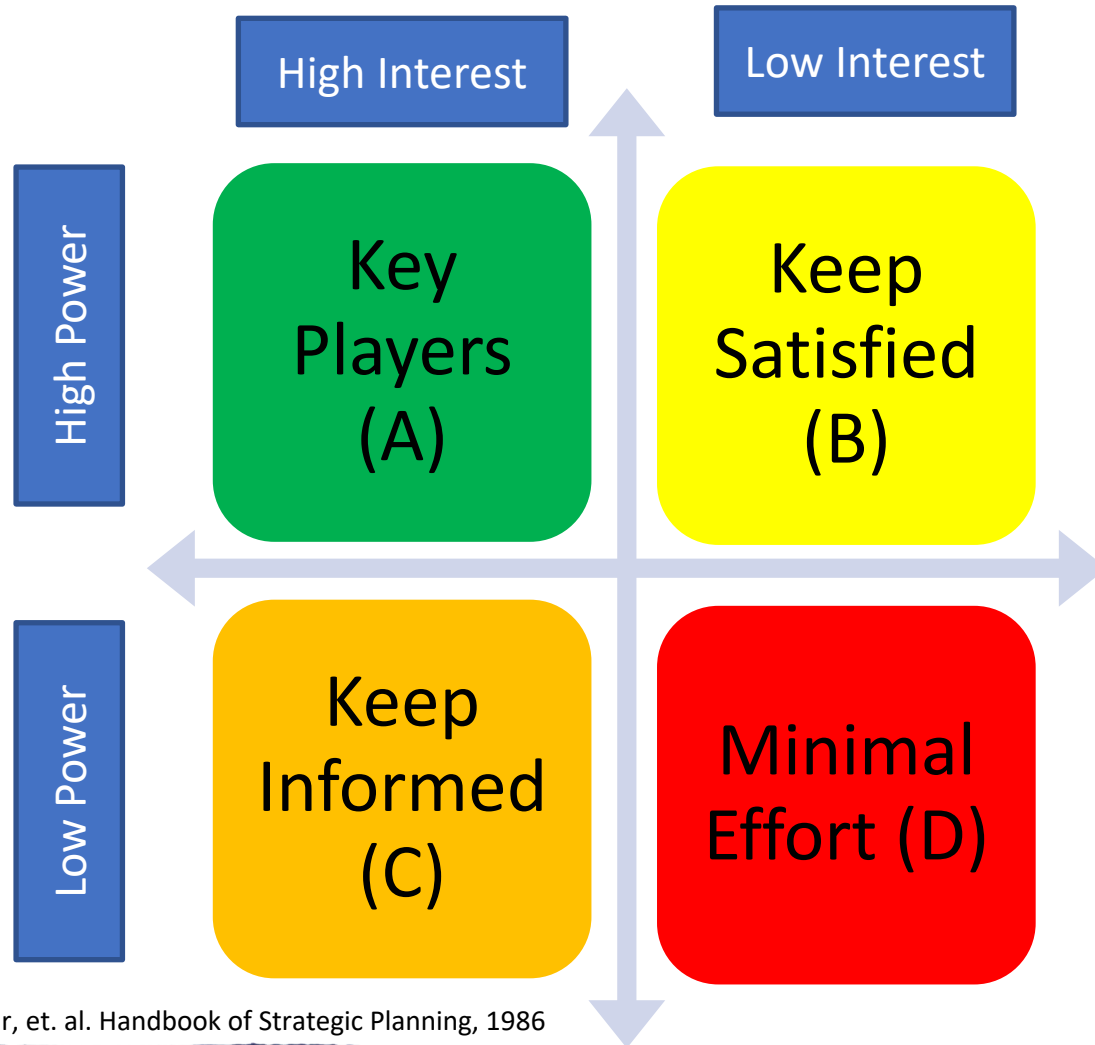
# Who are your stakeholders?

Category	Name(s)
Clients (service recipients, families, caregivers, students)	<ul style="list-style-type: none"><li>• Lists (internal)</li></ul>
Community Partners	<ul style="list-style-type: none"><li>• Community service providers, educators, hospitals, etc.</li><li>• Colleges, training programs, etc.</li></ul>
Funders	<ul style="list-style-type: none"><li>• Ministry, Foundations</li></ul>
Donors	<ul style="list-style-type: none"><li>• Lists (internal), Corporate Sponsors</li></ul>
Employees & Volunteers	<ul style="list-style-type: none"><li>• Lists (internal)</li></ul>
Watchdogs & others	<ul style="list-style-type: none"><li>• Regulators, media</li></ul>

# Types of Stakeholders

Primary Stakeholders	Directly affected (+ or -) by actions of organization
Secondary Stakeholders	Indirectly affected (+ or -) by actions of organization
Key Stakeholders	Those who can have an impact on organization (can be primary or secondary)

# Interest/Power Matrix



Adapted from: Gardner, et. al. Handbook of Strategic Planning, 1986

# Community/Stakeholder Analysis (Mapping)

Power / Interest	Organization/Group	Classification
A.		Primary
A.		Secondary
B.		Primary
B.		
C.		
C.		
D.		
D.		

# Outreach & Approach

# Communications

- Determine the messaging
  - How will each group best see the benefit to participating
- Getting the word out (invitations)
  - How will each group best hear about it?
- Time
  - Ensure there is enough time to ensure involvement
- Clear and Concise
- RSVP Process

# Engagement Activities

- Focus Groups
  - 5-18 people
  - in-person or virtual
- Key-Person Interviews
- Large-format events (town halls, public meetings)
- Surveys (online)
- Online engagement platforms

# Creative Engagement

## Examples:

- Poetry workshops
- Youth Engagement
- First Nations community sharing circles
- Triad discussions
- Story Telling
- Others?



# Group Activity

- Break into groups of three
- I am going to ask three questions (2 mins each)
- Each person is going to take a turn in a role
- Each person's role
  - One person is going to speak
  - One person can only respond "tell me more"
  - One person can only observe
- I will then ask another question – change roles

# Question 1 (2 minutes)

- Tell your group about what is on your mind.
- Each person's role
  - One person is going to speak
  - One person can only respond "tell me more"
  - One person can only observe

## Question 2 (2 minutes)

- Tell them about a time you felt great about service delivery.
- Each person's role
  - One person is going to speak
  - One person can only respond "tell me more"
  - One person can only observe

## Question 3 (2 minutes)

- Tell your group about a time you felt supported and well informed.
- Each person's role
  - One person is going to speak
  - One person can only respond "tell me more"
  - One person can only observe

# Observations

- When you were speaking how did that feel?
- When you were asking the questions, what were you thinking?
- What did you observe?

# Engagement Tools & Techniques

- Facilitation Tips

- ✓ Set the table (expectations, house keeping, rules of engagement)
- ✓ Facilitate assertively (& say you will)
- ✓ Solution-focused, appreciative inquiry
- ✓ Open-ended questions (about 10)
- ✓ Keeping it positive (yet real): respectful disagreement
- ✓ Leave participants better informed
- ✓ Leave them with positive impression of

- Surveys

- ✓ Structuring questions for ease of use (you & respondents)
- ✓ Overcoming survey fatigue
- ✓ Monitoring and tracking responses

# Consider Third-Party Support

- Benefits of using external facilitators for your engagement project:
  - Professional advice, more experienced
  - Can devote the time to your project
  - Impartial observers
  - More and better information (participants likely to share the real deal)
  - Help interpreting results

# Reporting Results

- Keep the conversation going (loop back to participants)
- Share as much as you can
- Tell communities they were heard & what your next steps will be



# Wrapping Up & Your Next Steps

- What are you taking away today?



# Questions?

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