

Stakeholder Engagement and Partnership Working

- 10:00** **Welcome, introduction and virtual housekeeping**
- Personal relevance**
- Introduction of delegates and individual learning objectives
- 10:30** **Laying the groundwork**
- different types of stakeholders and their relevance to organisations
 - components and principles of stakeholder engagement
 - the value of stakeholder management
 - identify and articulate organisational outcomes of stakeholder engagement
- 11:00** **Break**
- 11:15** **Stakeholder engagement methodology – a fresh look at stakeholder identification and mapping**
- exploration of a range of stakeholder identification techniques
 - segmentation and prioritisation of stakeholders through mapping
 - development of strategic engagement approach
- 12:30** **Lunch break**
- 13:15** **Strategic approach to stakeholder engagement**
- Discussion on a strategic approach to stakeholder engagement; critical elements of effective stakeholder engagement, including:
 - building the strategy
 - understanding stakeholders and leveraging relationships
 - behaviours to support effective stakeholder engagement
- 14:30** **Break**
- 14:45** **Ensuring effective engagement – practical application, tactics and issues**
- Exploration of range of typical stakeholder engagement challenges and how to address them, including more specific issues raised by delegates
 - Useful tools and techniques, good – and bad – practice examples, issues and ways to address them. Areas discussed draw on the input of delegates
 - creative engagement and innovative ways to get stakeholders involved
- 15:30** **Wrap up and personal action planning**
- Review of tools, approaches, objectives and issues raised to ensure understanding.
 - Focus on individuals' plans to embed learning
- 16:00** **Close**