

STRENGTHENING STAKEHOLDER & COMMUNITY ENGAGEMENT THROUGH COVID AND BEYOND

STRATEGIES, SKILLS AND FRAMEWORKS FOR EFFECTIVE CONNECTION AND ENGAGEMENT DURING COVID-19



21 - 22
JULY 2020

ONLINE DELIVERY

EXPLORE

- ▶ Understand challenges and opportunities during the pandemic
- ▶ Build and maintain a Social Licence to Operate (SLO)
- ▶ Segment and prioritise your stakeholder groups
- ▶ Analyse your stakeholders to understand their needs and decision drivers
- ▶ Select the best tools to fit your stakeholder engagement needs
- ▶ Principles of outrage mitigation
- ▶ Fundamentals to establish an outrage management program
- ▶ Manage internal expectations to improve remote team cohesion
- ▶ The role of online engagement tools and platforms

EXPERT FACILITATOR



David Ross
Director
Phoenix Strategic
Management



START YOUR LEADERSHIP JOURNEY!

Call +61 2 8239 9711 Priority Code - 1



LIQUIDLEARNING
bebetter

ABOUT THE EVENT

The pandemic is altering the way organisations are interacting with their communities. The need for an effective community engagement plan for your organisation has never been more critical. The proliferation of technology and digitised strategy has led to an increasingly reactive space where trust in crisis management is often overlooked. To effectively engage community confidence during these challenging times, you have to be prepared to share control of the narrative and balance your external communications strategy with internal stakeholder culture.

During this uncertainty, organisations need dynamic community engagement and proactive stakeholder practices that drive corporate strategy in line with evolving restrictions. This will ensure mutually beneficial outcomes for your organisation, its stakeholders and the communities in which it operates.

Delivered by global VUCA expert David Ross, his bespoke two-day program will unlock the enabling potential of successful stakeholder communication and community engagement during the pandemic. You will explore stakeholder mapping, proactive communications strategy that fit your organisation's needs and the critical importance of effective outrage management practice.

YOUR FACILITATOR

As a VUCA Strategist and Managing Director of management consulting firm, Phoenix Strategic Management, David uses his expertise to help position companies in order to successfully tame the uniquely complex environments in which they find themselves. He enables authority and inspires those affected to disrupt the old ways and generate ingenious and measurable results in order to protect organisational reputation and performance. He is particularly passionate about helping organisations advance genuine contributions to community and environmental issues.



David Ross
Director
Phoenix Strategic Management

WHO WILL ATTEND?

Professionals working for corporations, the public sector, private companies and not-for-profits:

- ▶ Community Relations / Engagement
- ▶ Communications
- ▶ Stakeholder Relations / Engagement
- ▶ Public Affairs
- ▶ Community Development /
- ▶ Partnerships
- ▶ External Relations
- ▶ Sustainability / Environment
- ▶ Councillors
- ▶ Policy and programs professionals

DAY ONE

Setting the scene - The need for effective stakeholder engagement during COVID-19

- ▶ Understand the challenges and opportunities presented by complex stakeholder networks and relationships
- ▶ Explore the nature of conflict during crises and why it exists
- ▶ Build and maintain a Social Licence to Operate (SLO)

Sharpening your tools, tactics and targeting

- ▶ Segment and prioritise your stakeholder groups using tried and tested models
- ▶ Establish success criteria, measures and metrics for engagement
- ▶ Explore formats, media and communication styles to facilitate two-way dialogue
- ▶ Manage the perception gap and understand your organisation's assumptions

Establishing appropriate communication protocols

- ▶ Analyse your stakeholders, understand their needs and decision drivers
- ▶ Identify engagement goals for each group, topics and media
- ▶ Plan to communicate and effectively build ongoing positive relationships

Principles of outrage mitigation - Triggers, traps and trust

- ▶ Explore the drivers of community and stakeholder outrage
- ▶ Understand the nuances of risk perception as an underlying cause of outrage
- ▶ Analyse outrage in the context of your business needs and your stakeholders' interests

DAY TWO

Building an effective stakeholder management or outrage management strategy

- ▶ Manage effects of COVID -19 restrictions and stakeholder engagement
- ▶ Explore fundamentals for establishing an outrage management program
- ▶ Right-fit your engagement strategies to the needs, goals, and internal architecture of your organisation
- ▶ Steps to establishing an outrage management program and strategy development

Managing internal expectations

- ▶ Understand and manage elevated stress within your organisation during crisis
- ▶ Lead and support your team to remain cohesive through conflict
- ▶ Distinguish corporate communications from face-to-face community engagement

Towards stakeholder and community engagement 2.0 and beyond

- ▶ Anticipate the challenges organisations and communities will face in the aftermath of the pandemic
- ▶ Sketch an outline for your engagement plan, drawing on the principles explored in the workshop
- ▶ Apply your learning to challenging case-studies

