



## Stakeholder Engagement Quick Reference Guide

**Stakeholders:** individuals who are either affected by and/or responsible for the outcomes of a project or initiative and provide guidance throughout the development of a defined scope of work. Stakeholders help leaders understand the effects a line of work may have on others or on a system.

**Stakeholder Engagement:** a collaborative group process that guides the creation and execution of a defined scope of work throughout the lifecycle of a project or initiative.

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### PRINCIPLES OF EFFECTIVE STAKEHOLDER ENGAGEMENT

#### Relevance of the initiative, project, work team or committee to stakeholders

- Defining and articulating purpose
- Specifying desired outcomes
- Defining short and long term outputs/outcomes

#### Trust-based partnerships

- Establishing an agreed upon group process
- Articulate expectations of stakeholder engagement

#### Effective communication

- Establishing consistent, responsive methods of communication
- Ensuring accessibility of information to all stakeholders
- Addressing conflicts or dilemmas

#### Shared ownership of problem solving

- Ensuring all voices are heard
- Ensuring timely, reflective, and responsive decision-making
- Defining the scope of stakeholder decisions

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### STAKEHOLDER ENGAGEMENT: TAKEAWAYS

- Requires strong leadership and strategic/purposeful planning
  - Grounded in the Principles of Effective Stakeholder Engagement
  - Involves a collaborative process of Inform, Prepare, and Act with ongoing Reflection on the Principles of Effective Stakeholder Engagement
  - Guided by knowledgeable, dedicated individuals who benefit from working together to achieve a common goal
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