

Knowledge transfer:

Engaging
with
stakeholders



A large, diverse crowd of people of various ages and ethnicities, filling the frame. The people are looking in various directions, some towards the camera, some away. The background is a soft, out-of-focus light color, making the crowd stand out.

What is a stakeholder?

Who are your stakeholders?

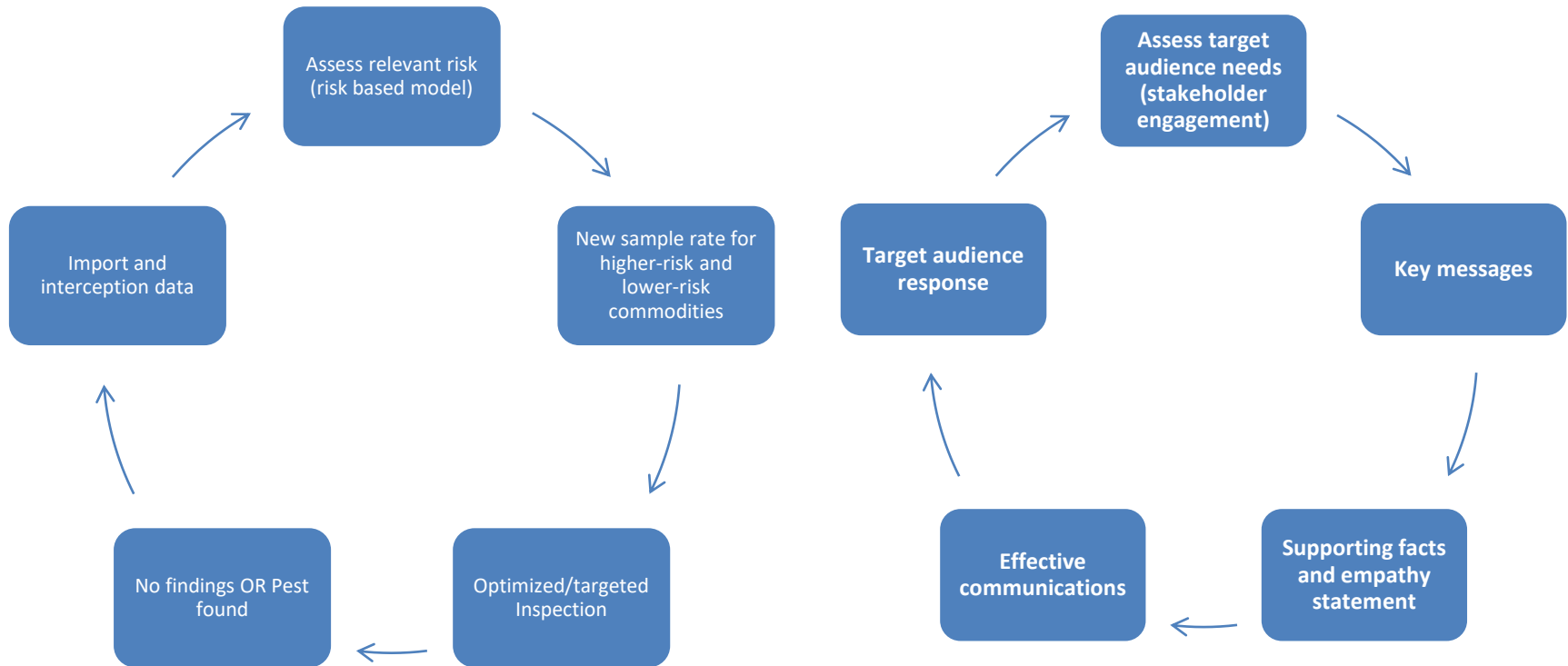


What are the benefits of engagement?

At the CORE of communicating Risk Based Sampling:

- Find out what people care about
- Continually stay engaged with stakeholders
- Use ongoing learning and feedback to refine your communications

Similar feedback loops



Step 1 – Form a Team

Assemble a team that represents various aspects of the rollout of Risk Based Sampling.

Each of these team members have special skills and they should work cooperatively to create the messages that share the story of RBS in the best way possible.

Step 2 – Identify Stakeholders & Their Questions

- Who is affected, interested and influential?
- What would they want to know?

Step 3 – Prepare Messages

- Brainstorm – write everything down, then eliminate and focus
- Messages should address:
 - What people should know about the issue
 - What you want them to know regardless of the questions asked
 - What you would put in your opening statement if you were giving a presentation
- Helps you stay on message – like a port in a storm



Message Map

Question or Concern		Map No.	Subject
Stakeholder	Category	Likely conditions for use	Date

Key Message 1	Key Message 2	Key Message 3
Supporting Fact 1-1	Supporting Fact 1-2	Supporting Fact 1-3
Supporting Fact 2-1	Supporting Fact 2-2	Supporting Fact 2-3
Supporting Fact 3-1	Supporting Fact 3-2	Supporting Fact 3-3

Empathy Statement

- Could be one of your key messages or an additional introductory statement
- Showing you acknowledge and care at the beginning makes you more credible

Step 4 – Review

- Have your messages reviewed
 - within the team,
 - among teams, and
 - by other individuals within the organization
- Cross-check documents and facts
- Test message with partners

Step 5 – Involve Partners



Distribute message maps to the appropriate partners and collaborators *prior* to using them.

Step 6 – Prepare the Messenger

- Practice, practice, practice

Step 7 – Use the Maps

Used to support a variety of communications efforts: staff training, media interviews, factsheets, information forums/exchanges, public meetings, web and social media – and your own elevator speech!

Takeaways

- Find out what people care about
- Continually stay engaged with your stakeholders
- Use ongoing learning and feedback
- Use message mapping



An Opportunity for NAPPO

- Embrace a full spectrum of stakeholder engagement processes to ensure RBS programs and policies are supported and developed through the consideration of views and inputs from ALL stakeholders.
- Create an expert working group around communications and stakeholder engagement to support Risk Based Sampling rollouts and harmonize messaging, resources, and tools.

Remember...

People don't cooperate because you make them understand. They cooperate because they feel understood.