

Engagement Design

- Do you know to design an engagement process?
- Can you tweak your approach to match your context?
- Are you confident that your project design is best practice?

IAP2A's two-day Engagement Design course delves into the detailed requirements of planning a successful engagement process. Delving step- by-step into the detail of the Design, Plan, Manage Model, it provides you the opportunity to work with team members to ensure your engagement process is robust.

AIM & OBJECTIVES

Aim

The aim of Engagement Design is to apply the key design concepts and process of IAP2 Australasia's Engagement Model.

Objectives

The objectives of Engagement Design are to:

- Define the purpose and context for engagement
- Interpret the needs and context of the organisation, stakeholder and community
- Select and define the roles and influence of the organisation, stakeholders and communities on the decision, action and form of engagement
- Design engagement approaches for a range of purposes and situations
- Reach and activate community and organisational participation
- Integrate monitoring and evaluation into the engagement plan and activities.

Learning Outcome

By the end of this course you will have developed the knowledge and tools to implement an effective engagement framework.



What our previous participants have said:

- Having the opportunity to stand back from the work situation and apply good practice to other examples meant looking at the design process with fresh eyes. Sometimes we become too blasé and then wonder why the engagement doesn't seem to work as well as we'd hoped.

- The trainer facilitation a discussion about our own case studies and helped us decide which to choose. That process turned out to be of great value in terms of the decision factors.

- Learning that sequence in engagement is not always... if ever... linear.



Learn more or register at iap2.org.au

Content

Introduction

The Design, Plan, Manage (DPM) Model

Assessing Risk

Design Platform

- Understanding Context
- Scope the Project
- Understand the People
- Set the Purpose
- Shape Influence

Review against the Community Engagement Model and confirm you are designing 'in the right profile'

Plan

- Secure Leadership Commitment
- Plan the Engagement Sequence
- Select Methods
- Relationship
- Resources

An Indicative Engagement Plan Final Structure

Manage

- Deliver
- Monitor and respond
- Evaluate
- Debrief, review and learn

Who should do this course?

Engagement Design has been designed for those who will be responsible for:

- implementing a new program that may require others to implement
- designing the engagement activities over a period of time. This may involve an over-arching design with sub-designs for various aspects of a project.
- stepping up to a management and community partnership role.

Benefits

- Explores how to shape the engagement approach
- Provides tools to build the participation of organisations and communities to create better solutions and commitment for action
- Examines the issues arising from a case example nominated by participants.
- Templates provided in e-form for later use



Trainer briefing March 2019

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