

# Stakeholder Engagement Strategies

## Job Aide

Engagement Level	Strategies
Unaware	<ul style="list-style-type: none"> <li>• Create awareness of the project and its objectives</li> <li>• Share newsletters, media releases, project update and other information</li> <li>• Make personal contact to communicate their responsibilities and how they can support the project.</li> </ul>
Resistant	<ul style="list-style-type: none"> <li>• Develop a degree of understanding with them</li> <li>• Point out common ground and highlight mutual benefits</li> <li>• Use consultant, feedback and friendly debate as engagement techniques</li> </ul>
Neutral	<ul style="list-style-type: none"> <li>• Gain their support</li> <li>• Share good news and positive results</li> <li>• Tailor communication to their individual preferences</li> </ul>
Supportive	<ul style="list-style-type: none"> <li>• Get commitment</li> <li>• Involve them &amp; ensure they know their contribution &amp; commitment to the project</li> <li>• Show appreciation for their opinions and contributions</li> </ul>
Leading	<ul style="list-style-type: none"> <li>• Develop and maintain alliances</li> <li>• Use early involvement to get and keep them engaged</li> <li>• Foster collaborative partnerships, use collective problem solving and make public acknowledgement of their successes</li> </ul>