

DEVELOPING COMMUNITY MOMENTUM: ENGAGING STAKEHOLDERS

PEP Webinar Series March 4, 2015

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SIX KEYS TO COMMUNITY ENGAGEMENT

- 1. Know Where You are Going: Create a vision of what you want to accomplish & develop a plan of how to get there
- 2. Share Leadership: Invite Stakeholders to share in that vision
- 3. Reach Out: Learn about your community and the partners you are approaching.
- 4. Don't Ignore the Elephant in the Room: Address questions about intent, results, cost.
- 5. Tell Your Story: Share the benefits & impact of Circle of Security International on parents & children
- 6. Stay on Course: Regularly asses your approach & focus on long term sustainability

USING THE SIX KEYS TO ENGAGE STAKEHOLDERS

What Makes It Work?

- Know Where You are Going Look for a mission match & build formal agreements.
 - Share Leadership Collaborate across boundaries, help to coordinate. Be aware of how much time it will take to engage stakeholders.
 - Reach Out Talk to others who are involved in family support, schools, childcare centers, etc. Encourage ongoing dialogue.
- Don't Ignore the Elephant in the Room Be aware of result differentials.
- Tell Your Story Share COSI successes & benefits.
- Stay on Course Continually assess, tap into data, stay in contact with partners.

What Makes It Hard?

Knowing Who to Approach

Accountability

Business Culture

Cost

Partners/Stakeholders

Awareness of COSI

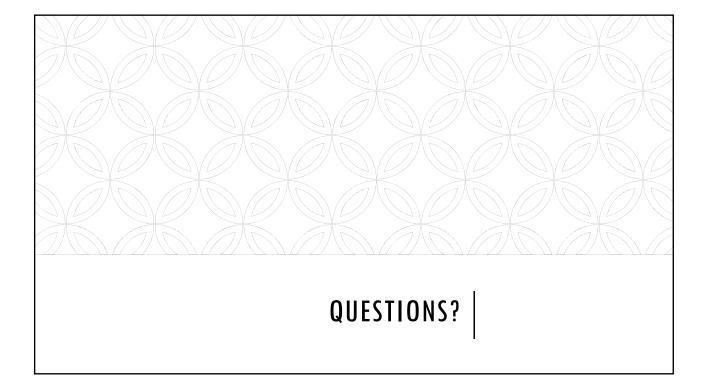
Organization

KEY ISSUES TO CONSIDER WHEN IDENTIFYING POTENTIAL STAKEHOLDERS...WHAT IS IN IT FOR THEM?

- 1. Why would they be interested in this experience?
- 2. What would be important to them?
- 3. What could this experience accomplish for them, as a partner?
- 4. What resources will they have to commit?

TAKING ACTION: 3 STEPS YOU CAN TAKE TODAY!

- 1. Create a list of possible stakeholders.
- 2. Create a plan for stakeholder involvement & identify areas for stakeholder input.
- 3. Target selected stakeholders for regular participation. Develop a network!



UPCOMING WEBINAR TOPICS

April 1, 2015: Evaluating the Effectiveness of Your COS Parenting Classes

May 6, 2015: Identifying when to refer Parents for Additional Supports

June 3, 2015: The Role of Reflective Consultation

All webinars will be held from 12:30-1:30 CT

TAKE THE FOLLOW UP SURVEY (5 QUESTIONS)

https://www.surveymonkey.com/s/2FFR9KM