



**DEVELOPING COMMUNITY MOMENTUM:
ENGAGING STAKEHOLDERS**

PEP Webinar Series
March 4, 2015

Presenters: Nici Johnson, Rachel Sissel, Jackie Guzman

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

Partners/Stakeholders



What Makes It Hard?

Knowing Who to Approach

Accountability

Business Culture

Cost

Awareness of COSI

Organization



What Makes It Work?

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

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!



QUESTIONS? |

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>