

Engagement Training: Planning and Conducting Consultations (CONSULM, 3 jours)

Description

Knowing what your stakeholders and customers want is critical to developing (or improving) a policy, product or service! The course Planning and Conducting Consultations will help you maximize stakeholder engagement, guiding you through the principles and strategies of good consultations, showing you how to plan, organize, and conduct consultations, and demonstrating how to analyze and use the information you collect to improve your client relationships, products and services.

Tarifs

- Tarification: \$2,750/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

Module 1: Introduction to Stakeholder Engagement

Why do it?

Types of stakeholder engagement

Module 2: Identifying and Managing Stakeholders

Strategies, tools and techniques to tame the chaos

Ethical Considerations

Module 3: Engagement Planning and Implementation

Principles

Creating your team

Defining the scope

Research designs

Asking good questions

Developing and testing engagement tools

Preparing and leading facilitated sessions

Module 4: Stakeholder Consultation Tools

Interviews, focus groups and surveys

Customer journey mapping

Design sessions and prototyping

Observation and naturalistic approaches

Reliability versus validity

Using social media platforms and tools

Module 5: Analysis and Reporting Back

Overview of different analytical techniques

Why report back

Next Steps

Module 6: Wrap up and Conclusion

Review of essential concepts and tools

Applying it to your context