

Faculty Disclosure

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Dr. Bulling has listed no financial interest/arrangement that would be considered a conflict of interest.

The Process of Planning: Strategies for Involving Stakeholders

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Today's Objectives

- Understand appropriate roles for stakeholders in the planning process
- Describe common barriers to stakeholder involvement in planning
- Identify strategies for involving stakeholders in planning

"Bad planning on your part does not constitute an emergency on my part"

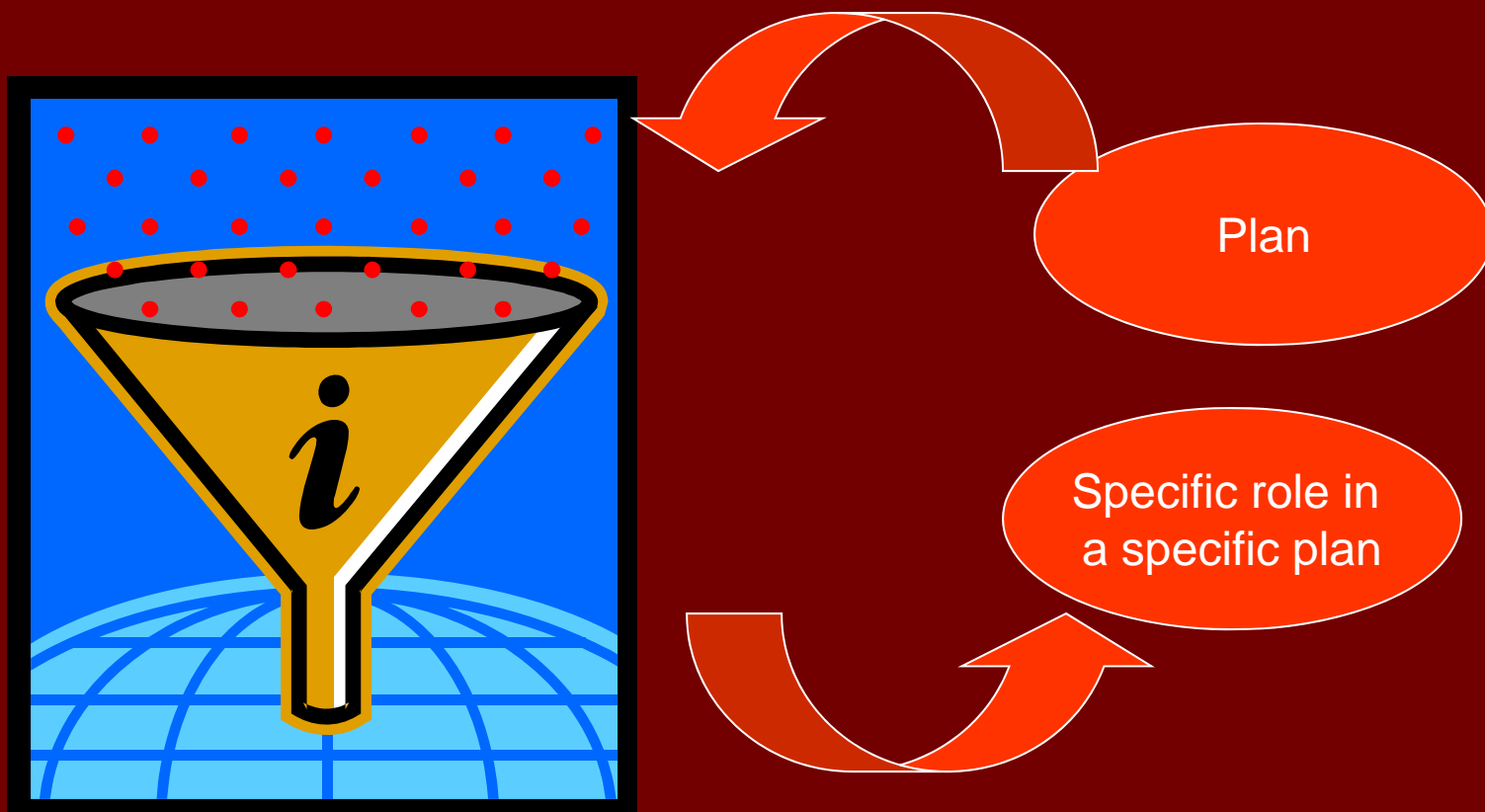


"I've been looking forward to this all week!"



Identify the issue

- What is the specific issue, plan or project for which you are seeking stakeholder input?



Why involve stakeholders

Identify the reason(s) stakeholders should be involved

- Change?
- Maintaining status quo?
- Influencing others?
- Impact on the stakeholders?

"In preparing for battle I have always found that plans are useless, but **planning** is indispensable." Dwight David Eisenhower

- Our concern is that if the survey is not scientific, how much credibility should we lend to it?

Coby Mach , Lincoln Independent Business Association Tuesday, May 26, 2009 Lincoln JournalStar

- While I respect his opinion, he's missing the point. Engaging the public in a meaningful way is about more than pollsters and demographics.

Chris Buetler, Mayor of Lincoln, Sunday, May 31, 2009 Lincoln JournalStar

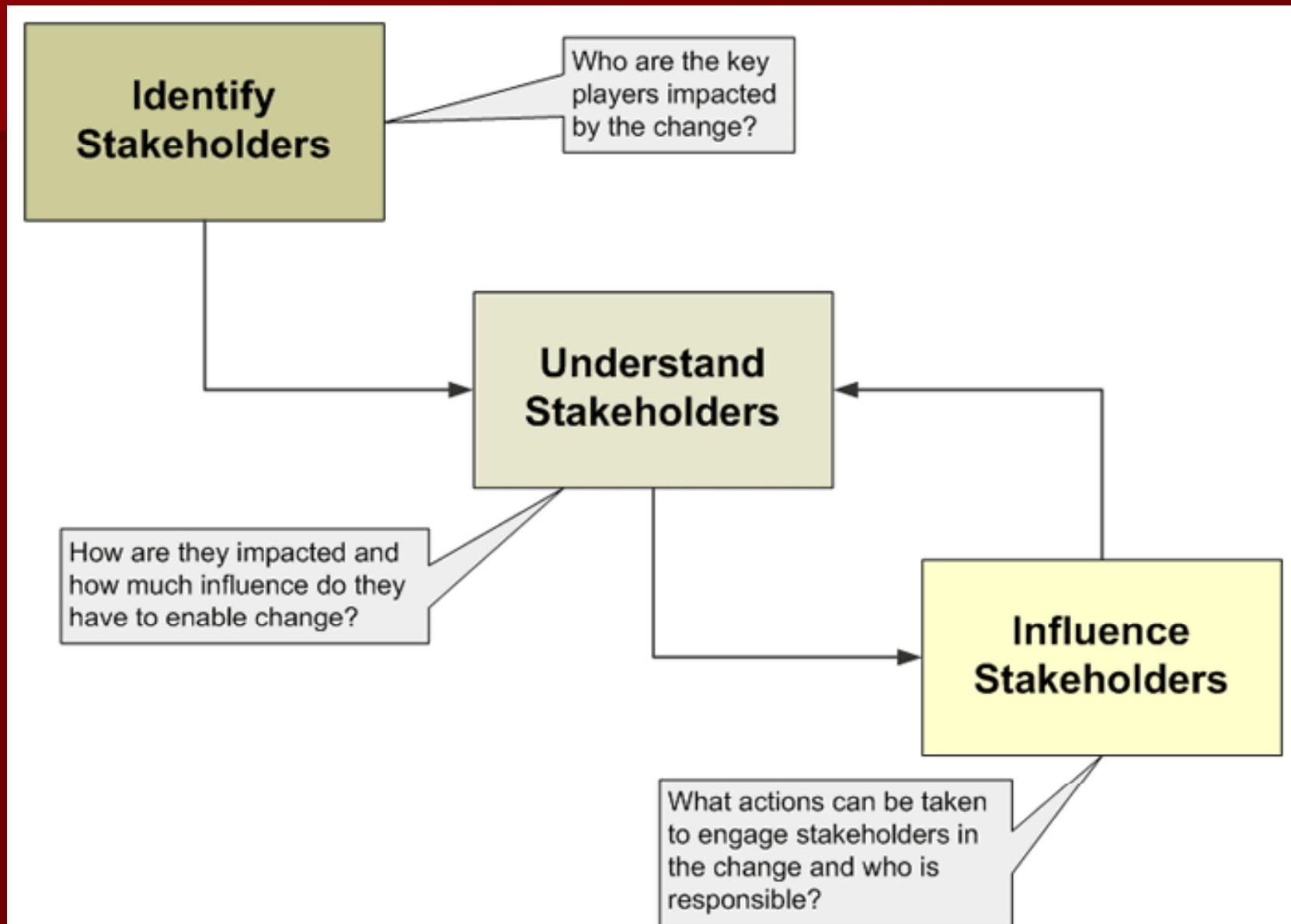
Who are stakeholders?

Stakeholders are people or groups

- who have a stake in the process or outcomes of a project, program or activity
- who are impacted by your decisions or actions
- who can block your decisions or actions

“**Planning** without action is futile, action without **planning** is fatal”

Stakeholders



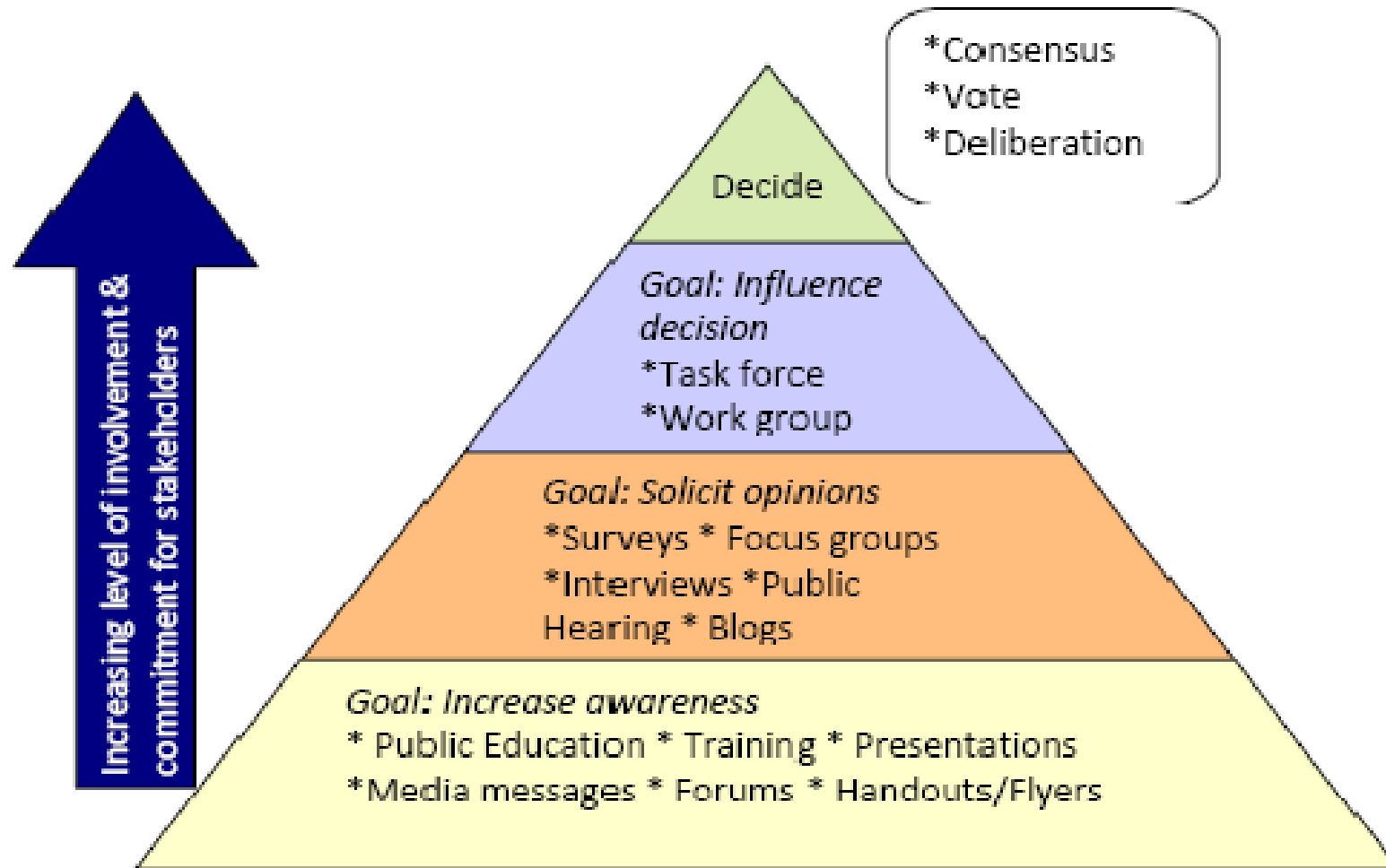
Roles for stakeholders

- Decision makers?
- Influence outcome?
- Creating buy-in?
- Advisory?
- Symbolic?
- Make or Break?

If you don't know
where you are going,
you might wind up
someplace else.

Yogi Berra

Strategies for involving stakeholders



Strategies for involving stakeholders

Do . . .

- *Start early*
- *Recognize differences*
- *Achieve a broad representation*
- *Communicate clearly and often*
- *Be honest*
- *Listen carefully*
- *Build on successes*
- *Commit resources to complete activities*
- *Focus on issues that are important to them*
- *Make it fun!*

Don't . . .

- *Bring stakeholders in at the end of the project*
- *Set unrealistic goals*
- *Leave out key stakeholders because they are difficult*

Involve stakeholders at **key points in the process*

Identify **appropriate levels of involvement for different types of stakeholders*

Common barriers to stakeholder involvement

Barriers

- Not enough time
- Too much to do
- Not interested
- Not important
- Not feeling empowered
- Not feeling appreciated
- Past experience of not being heard
- Other?

Strategies

- Clearly identify goal of stakeholder involvement
- Clearly identify role stakeholder will take
- Match participation strategy to goals
- Make it easy
- Follow through & give feedback
- Recognize stakeholders for their input

Summary

1. Clearly define the issue/problem/area you are seeking input on & the kind of input you want
2. Decide which stakeholders need to be involved and specifically what you want from them
3. Choose a method of involvement that gets you what you need

What is the issue/plan/project?
What is your goal for involving stakeholders?

Who are the stakeholders?
How are they impacted?
What is their "power" in the decision?

At what point will stakeholders be involved in the process?
Which strategies will be used for which stakeholders?
What process will be used to give feedback to stakeholders about the use of their input/involvement?

Last words of wisdom....

I just want to thank everyone who made this day necessary.

Yogi Berra

