

# Design and Plan Engagement

Information Sheet



**Do you need help in designing and planning an effective and successful engagement process?**

**Are you confident that the design and planning of your engagement process is 'best practice'?**

**Earn 12 CPD points for this course.**

The Design and Plan Engagement course focuses on the design and planning stages of the IAP2 Australasia Practice Framework and provides 'best practice' key concepts and processes for both internal and external engagement.

To enrol in this course, you must have completed Essentials of Engagement training as the pre-requisite course to others in the curriculum.

## Course Aim

**Based on the design and plan elements of the IAP2 Australasia Practice Framework, engagement practitioners will be able to build a robust, rational engagement plan through the use and practice of working on genuine scenarios in a step-by-step process.**



## Course Objectives

- Collaboratively develop a comprehensive engagement plan for a real-world scenario using the design and plan elements of the Practice Framework
- Introduce the seven elements of the Design Phase:
  - o Understand context
  - o Scope the work
  - o Understand people
  - o Set engagement purpose
  - o Determine leadership
  - o Determine influence
  - o Secure commitment.
- Introduce the seven elements of the Plan Phase:
  - o Determine engagement stages
  - o Determine engagement objectives
  - o Plan risk management
  - o Select and design methods
  - o Plan reporting and evaluation
  - o Identify resources
  - o Secure endorsement.
- Link planning of engagement to the Implementation Phase and the outcomes of the engagement.



## Learning Outcomes

- Be able to prepare and develop a comprehensive engagement plan to deliver a variety of successful engagement programs
- Understand and apply the principles of the Design and Plan Phases of the Practice Framework
- Identify, understand and influence the roles of the community, stakeholders and organisations on the decision, action and engagement
- Design engagement programs and approaches for a range of purposes and situations
- Integrate monitoring and evaluation into the engagement plan and activities
- Identify key elements of contemporary and quality engagement practices.



## Course Content

- Collaboratively work on a real-world scenario to develop a comprehensive engagement plan working on a template provided
- Introduce the seven elements of the Design Phase so that learners can:
  - Analyse and determine context
  - Develop the scope of the opportunity, problem or outcome
  - Conduct a stakeholder analysis and apply strategies for obtaining reach of diverse community members and stakeholders, and consider principles for engagement with First Nations peoples
  - Identify a clear purpose and evidence indicators for the engagement process
  - Determine the domain within the Community Engagement Model (CEM) for each stage of the scenario and how it might transition over time
  - Identify the influence of community and stakeholders according to the IAP2 Spectrum
  - Determine potential challenges for securing sponsor/decision-maker commitment for the design.
- Introduce the seven elements of the Plan Phase so that learners can:
  - Determine a sequence within the overall sequencing for the engagement scenario
  - Identify clear objectives for the engagement process
  - Conduct a risk analysis and determine risk mitigation strategies
  - Select appropriate methods
  - Determine key elements of a framework for evaluation of the engagement process and outcomes
  - Identify resources and roles required for the engagement plan
  - Revisit sponsor/decision-maker commitment and approval
- Brief introduction to the Implementation and Review Phases of the Practice Framework that are covered in other courses.

## Benefits

- This course provides you with an opportunity to develop and enhance your skills in creating and building robust engagement plans to obtain successful engagement outcomes for your projects or programs
- Through the steps of the Design and Plan Phases of the Practice Framework, you will develop a structured approach to your engagement process to ensure that your engagement plans are thoroughly considered and well thought out whilst monitoring and refining throughout the process
- Access to and can ask questions from IAP2's experienced trainers, who are also highly experienced engagement practitioners.
- The opportunity to develop and/or enhance your own professional network.

## Who Should do this Training?

- If you lead, create and/or manage engagement projects, programs or approaches to engage with individuals, communities, stakeholders and organisations, this course will provide you with key concepts and processes to assist in producing detailed engagement plans to help you gain successful engagement outcomes
- If you wish to obtain a professional qualification by completing the IAP2 Australasia Certificate in Engagement.

