

# Engagement Methods

Do you consider different ways of engaging for each project?  
Can you use different methods at different times in one project?  
If a client asked your opinion as to which method was more effective, could you answer confidently?



## Aim

The aim of Engagement Methods is to examine and assess a range of methods so that you will know the appropriate tool for a specific context.

## Objectives

Building on the models and concepts introduced in Engagement Essentials, the objectives of Engagement Methods are to:

- Examine the key steps in selecting an appropriate method
- Explore the aspects of design, question design and data analysis
- Examine issues which arise in delivery and how to manage groups
- Explore small-scale, commonly-used engagement techniques
- Communicate technical information in an accessible way

## Learning Outcome

By the end of Engagement Methods, you will be able to focus on generating effective communication and constructive dialogue with stakeholders and the community.

The course manual includes IAP2A's Methods Matrix of over 40 methods that are classified according to criteria. Trainers agree with participants which methods will be tested in detail.

## Method Selection

- Sequencing of methods
- Range of methods

## Method Design

- Designing rational and experiential aims
- Template for method design
- Question design

## Method Delivery

- Communicating for engagement
- Content communication
- Recruitment communication
- Social media communication

## Managing Groups

- Group dynamics
- Planning group interactions

## Quick Reference Guides

- 35
- Focused Conversation (ORID)
- Full Circle
- Card Storming
- Open Space Technology
- Workshop
- World Café

# Complete IAP2 Australasia's Certificate in Engagement

## Engagement Essentials

The aim of Engagement Essentials is to introduce the key concepts and process in IAP2 Australasia's Engagement Model.

### Objectives

- Explore a contemporary model of community engagement
- Explore the role of the engagement practitioner
- Demonstrate understanding of the different uses of engagement
- Identify why, when and in what way to engage and what is successful engagement
- Determine the community and stakeholder factors that shape engagement

### Learning Outcome

Understand the essential elements of a 'best practice' contemporary model for engagement and the next steps you, or your organisation, need to take.

## Engagement Design

The aim is to explore appropriate purpose and context for different engagement situations.

### Objectives

- Identify the purpose and context for engagement
- Examine the priorities of the community, stakeholders and organisations
- Examine how to reach and activate community and organisational participation

### Learning Outcome

Know how to select and design an effective process.

## Engagement Methods

The aim is to develop skills in the implementation of key methods.

### Objectives

Examine:

- Method selection
- Method design
- Method delivery
- Method engagement

### Learning Outcome

Ensure that the necessary elements of a successful process are addressed.

## Electives

### Conflict in Engagement

Conflict doesn't have to be inevitable in an engagement process. You have a choice as to how to avoid tense situations and conversations if you have the knowledge and skills.

### Engaging with Influence

Explore the ways to build your credibility to have influence within your organisation and for your engagement intent to be taken seriously.

### Engagement Facilitation

Explore how to plan effectively for facilitation and develop a repertoire of skills, tools and methods.

### Engagement Evaluation

Develop an evaluation plan, assess metrics, limitations and priorities in communication of results.

### Benefits of IAP2A Training

- Trainers who are experienced practitioners
- Course materials and methods that represent best practice internationally
- Dedicated time to discuss matters with peers who have the same challenge.

### Who should attend?

- Community business leaders
- Community engagement managers
- Community association leaders
- Planners, engineers, project managers
- Communication consultants.

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