

Apply Engagement Methods

Information Sheet



Are you tired of using the same old methods to connect with your audience?

Do you want access to and increase your knowledge on a variety of methods you can use to help you in your engagement practice?

The Apply Engagement Methods course focuses on the 'Methods' step in the Design Phase of the IAP2 Australasia Practice Framework. It is the ideal course for engagement professionals whose core role involves facilitating engagement activities. It is for those who want to move beyond a limited range of techniques and who want to understand and utilise different and emerging methods for different audiences.

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

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

Course Aim

To introduce learners to a variety of different methods for use in their engagement processes, when planning their engagement and the outcomes required. Introduce learners to the IAP2 Australasia Engagement Methods Tool (EMT) and the Methods Matrix where there are more than 60 combined face to face and online engagement methods.



Course Objectives

- Introduce learners to the EMT and the Methods Matrix
- Introduce learners to a variety of engagement methods for use in a range of a contexts and select appropriate methods for a number of engagement requirements
- Explore and practice a range of multi-modal engagement methods
- Design a process for a scenario including question design
- Apply key elements of effective method selection and design to a scenario
- Complete a template for method design
- Apply an element of the method process to test effectiveness according to a quality checklist
- Be able to justify the choice of methods to decision-makers/sponsors
- Ensure the methods chosen and designed meet DEI principles and First Nations peoples' needs.



Learning Outcomes

- Increased knowledge of the different methods available for engagement available through the EMT and the Methods Matrix
- Increased confidence in utilising some of the methods highlighted and practised throughout the course
- Knowledge of how to select, design and deliver an appropriate method for use in a range of contexts
- Understand and implement the steps of the Methods Process
- Knowledge of how to design relevant and effective questions
- Be able to justify the choice of methods to decision-makers/sponsors
- Ensure the methods chosen and designed meet DEI principles and First Nations peoples' needs
- Be able to prepare and develop a comprehensive engagement plan that includes effective methods to deliver a variety of successful engagement programs.



Course Content

- An overview of good and bad methods
- The challenges and your experiences of using methods
- Method selection and design and how it works in conjunction with the Practice Framework and Community Engagement Model (CEM)
- An introduction and explanation of the Methods Process
- An introduction to the EMT and the Methods Matrix
- Introduction and practice of a variety of methods throughout the course delivery
- Shortlisting methods and selecting your methods
- Preparing and presenting your 'pitch' to the decision-maker/sponsor
- Determining the flow of your methods
- Using scenarios to practice the Methods Process
- Question design
- Understanding unconscious bias
- Designing an ORID (Objective, Reflective, Interpretive and Decisional questions) focused conversation
- Introduction to a method design template and completing a template from a scenario.

Benefits

- The Apply Engagement Methods course provides you with an overview of the many methods available for engagement practice
- It allows you the opportunity to select and develop methods that can be tailored to suit your audiences and desired outcomes of your engagement project
- Through practising and using different methods for engagement you will enhance your skills and knowledge of methods that work well in different contexts
- Present different methods to your decision-maker/sponsor that is well thought out and considered
- Access to and can ask questions from IAP2A'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?

- This course is ideal for engagement practitioners whose core role is delivering and facilitating engagement activities
- It is also relevant for those engagement practitioners who facilitate, but who do not necessarily lead or manage, engagements and consultations. They would also gain valuable insights from this training
- If you wish to obtain a professional qualification by completing the IAP2 Australasia Certificate in Engagement.

