

# Evaluation of Stakeholder Engagement Processes

## The Challenge

- Knowing whether engaging stakeholders adds value to project outcomes.
- Working out whether the resources invested in getting stakeholder input are worth the benefits it brings.
- Learning from what we do so we continuously improve our engagement practice.

## What is the course about?

Understanding what success means in engagement projects. Evaluation frameworks provide a focus for behaviour.

Learning about evaluation and what evaluation processes can do to answer questions about the value of engagement. Evaluation helps to answer questions such as:

- *Did the engagement make a difference to the decision made?*
- *Were people satisfied with the engagement?*
- *How good was the engagement?*
- *Did stakeholders feel engaged, listened to and that they were participants in the project?*

Providing a 6-step evaluation framework and using it to evaluate familiar activities?

## Why do it?

Unless we evaluate stakeholder engagement processes and outcomes we cannot identify what benefits they add, what difference they make to outcomes and how we improve them in the future.

To evaluate engagement processes you need to understand concepts such as success measures and performance indicators. You need to know how to collect data and use it to measure success against targets. You will learn how to use the outcome of evaluation to improve your engagement practice.

## What is special about our approach?

We see evaluation as much more than accounting for success. It is a means of enabling success by generating practical and meaningful knowledge for learning, development and continuous improvement. But evaluation isn't for the faint hearted. It involves starting any stakeholder engagement process "with the end in mind" - thinking through what a successful engagement process will look like and how we will know if the process is achieving its engagement objectives. Participants come out of this course with a new focus on the meaning of success.

## What will you get?

- *A certificate from Twyfords indicating completion of the course*
- *Significantly increased understanding of evaluation as a process of measuring success and improving practice*
- *A framework for evaluating your next engagement process*
- *A new network of colleagues as an ongoing resource for learning.*

## How do you find out more?

Contact Michelle Balchin on +61 2 4226 4040 or visit our website [www.twyfords.com.au](http://www.twyfords.com.au)