MERCURY

Effective Community & Stakeholder Engagement

19 – 23 April 2027
Geneva (Switzerland)



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Effective Community & Stakeholder Engagement

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Introduction

This Effective Community & Stakeholder Engagement course explains the principles of effective community and stakeholder engagement. It explores change, conflict, consultation, participation, and collaboration. Participants examine engagement levels, purposes, principles, and communication methods. The program covers stakeholder strategy, risk assessment, conflict management, budgeting, and social investment. Practical cases help participants connect engagement theory with workplace situations. It concludes with communication practices, review methods, and workplace application.

Targeted Groups

This Effective Community & Stakeholder Engagement training targets professionals seeking knowledge and skills:

- Community managers managing public relationships.
- Stakeholder specialists leading consultation activities.
- Project managers managing community impacts.
- Public affairs professionals handling stakeholder communication.
- Government officers supporting public participation.
- Risk managers assessing engagement risks.
- Sustainability professionals supporting social licence.
- Consultants developing engagement strategies.

Course Objectives

Participants will achieve the following objectives by completing the Effective Community & Stakeholder Engagement course:

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- Explain community and stakeholder engagement.
- Identify key stakeholder interests and expectations.
- Distinguish community and stakeholder engagement.
- Explain links between change and conflict.
- Select suitable engagement levels and methods.
- Define clear engagement goals and outcomes.
- Develop basic stakeholder engagement strategies.
- Apply transparency and accountability principles.
- Recognize human rights considerations.
- Identify engagement and conflict risks.
- Apply suitable risk mitigation approaches.
- Plan effective consultation activities.
- Adapt communication to different audiences.
- Manage difficult stakeholder situations.
- Allocate engagement resources effectively.
- Identify social investment opportunities.
- Review engagement results and improvements.
- Apply learning to workplace situations.

Targeted Competencies

Participants will gain the following competencies during the Effective Community & Stakeholder Engagement program:

- Identify key communities and stakeholders.
- Analyze stakeholder interests and influence.
- Select appropriate engagement levels.
- Define clear consultation purposes.
- Recognize potential conflict triggers.
- Assess engagement risks.
- Develop stakeholder engagement plans.
- Apply inclusive engagement principles.
- Adapt communication methods.
- Manage stakeholder concerns constructively.
- Evaluate engagement effectiveness.
- Plan resources and budgets.
- Support organizational engagement improvements.

Studying Scenarios

In this Effective Community & Stakeholder Engagement training, participants develop skills through the following scenarios:

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- Analyze community concerns during organizational change.
- Compare successful and unsuccessful consultations.
- Map stakeholders for a project.
- Select suitable engagement levels.
- Develop a simple consultation plan.
- Assess conflict risks and responses.
- Adapt communication for diverse groups.

Course Content

Unit 1: Community and Stakeholder Engagement Foundations

- Define community engagement and stakeholder engagement.
- Explain consultation, participation, collaboration, and partnership.
- Examine how change can create stakeholder concerns.
- Explain links between change and conflict.
- Identify causes of stakeholder disagreement.
- Examine engagement as a conflict-management tool.
- Review the history of engagement processes in Australia.
- Examine accountability, transparency, participation, and social licence.

Unit 2: Engagement Principles and Levels

- Apply core community engagement principles.
- Promote inclusion, respect, transparency, and accountability.
- Compare information and consultation.
- Compare participation and collaboration.
- Examine partnership as a higher level of engagement.
- Identify differences between communities and stakeholders.
- Define engagement purpose and expected outcomes.
- Review current engagement skills and practices.

Unit 3: Engagement Framework and Strategy

- Examine the community engagement framework.
- Use the framework for engagement planning.
- Connect purpose, stakeholders, methods, and outcomes.
- Identify stakeholder interests and expectations.
- Develop a basic stakeholder engagement strategy.
- Set clear engagement goals and responsibilities.
- Apply human rights principles to consultation.
- Support regulatory and organizational compliance.

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Unit 4: Risk and Conflict Management

- Identify engagement risks early.
- Assess stakeholder and community concerns.
- Estimate conflict likelihood and impact.
- Identify suitable risk mitigation actions.
- Separate avoidable and unavoidable risks.
- Plan engagement to reduce unnecessary conflict.
- Manage disagreement through respectful communication.
- Review risks throughout the engagement process.

Unit 5: Communication, Resources, and Application

- Plan stakeholder and community engagement programs.
- Tailor engagement to different groups.
- Examine real-life engagement case studies.
- Prepare basic engagement budgets.
- Allocate resources to engagement activities.
- Identify social investment opportunities.
- Communicate through visual, verbal, written, and digital channels.
- Avoid ineffective communication practices.
- Strengthen skills for diverse audiences.
- Identify when professional support is needed.
- Review key learning and workplace priorities.
- Plan actions to improve organizational consultation.

Final Insights & Key Takeaways

Effective engagement requires clear goals, suitable participation levels, inclusive communication, and careful conflict management. Strong stakeholder relationships can improve trust, reduce conflict, strengthen social licence, and support better decisions.