

# Examples of engagement techniques

| What                        | How   | Benefits  | Considerations  |
|-----------------------------|---|---|---|
| <b>Structured interview</b> | A series of open and closed questions that are delivered through an interview   | <p>Specific feedback from individuals allows for issues to be more readily addressed</p> <p>Can be included as part of overall relationship meetings</p>  | <p>Most effective if conducted by an independent individual</p> <p>Costly and time consuming</p> <p>Should only be conducted for key stakeholders</p>                           |
| <b>Focus groups</b>         | Forum with selected members of stakeholder groups   | Provides an opportunity to gain an understanding of the project, satisfaction with its intent, and related issues   | <p>Can be expensive</p> <p>Need to ensure that a representative sample is selected</p>  |
| <b>Survey</b>               | Structured questions aligned to the overall objectives of the stakeholder strategy, and specific program and stakeholder issues   | <p>Can capture the views of a large number of stakeholders</p> <p>Can provide statistical data to inform decision making</p> <p>Low cost</p>              | <p>May suffer from low response rates</p> <p>May require a specific skill set depending on complexity</p> <p>Requires tools for collection, analysis, reporting and storage</p> |
| <b>Delphi</b>               | Delphi questionnaire is distributed to experts. Replies are summarised and returned to experts. Experts then reconsider their original response. Process is repeated until consensus is reached or the range of views narrows | <p>Can be conducted anonymously</p> <p>Can be conducted quickly online</p>  | Keeping participants engaged throughout the process can be difficult  |
| <b>Scenario planning</b>    | A panel is asked to devise a range of future situations and hypothetical outcomes are assessed  | <p>Typically applied when there is great uncertainty – ideal for long term forecasts</p> <p>Very effective for planning responses to novel situations</p> | <p>Does not provide a single point of view for program development</p> <p>Can be costly and take a lot of time getting participants together</p>                                |



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|----------------------|---|---|---|
| Charrette            | Intensive session for participants which uses a collaborative and consensus-building design methodology       | Promotes collaborative problem solving and creative thinking  | Need to ensure participants are seen as representatives by larger stakeholder group |
| Deliberative polling | Selective polling, followed by a focus group where individuals are provided with more information             | Produces an informed point of view on a new policy and program  | Does not result in a consensus  |
| Study circles        | A highly participatory process for involving numerous small groups in the development of policies or programs | Can involve a large number of people<br><br>Can be effective in bringing together a diverse group of stakeholders | Requires significant time commitment  |

