



Emergency Management Issues Special Interest Group Annual Meeting

Stakeholder Engagement in Emergency Planning

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Overview

- Planning your stakeholder engagement
- Reaching a decision
- Engaging decision makers
- Helpful hints

Planning your Stakeholder Engagement

- For each stakeholder meeting
 - Define the context
 - Define boundaries
 - Define participants
- Find a champion
- Consult the champion
- Determine a key set of participants
- Develop a discrete agenda

Planning your Stakeholder Engagement

- Advise all participants of the agenda
 - Inputs
 - Outcomes
 - Next steps
 - Consequences of not reaching consensus
- Develop milestones/checkpoints to monitor progress during meeting

Reaching a Decision

- Allow for brain storming
 - Allow everyone a voice
- Fully flash out multiple options
 - Risks
 - Rewards
 - Obstacles
- Present commonalities
 - Listen for same idea in different words

Reaching a Decision

- Generate options to compromise
- Refine options
 - Choose top 3
- Pursue consensus
- Vote - Majority rules
- Memorialize the decision

Engaging Decision Makers*

- Know your decision maker
 - Wants to decide
 - Wants to discuss
 - Doesn't like surprises
 - Prefers formal or informal
- Use your champion to advocate
 - Grease the skids
- Set an agenda

*If they have not been part of the process thus far

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Engaging Decision Makers

- Advise of the process thus far
 - Who was involved
 - Process used
 - Present top 3 options
- Present selected approach
- Allow for discussion and questions
- Inform of consequences of no decision
- Develop next steps if no decision can be made
- Memorialize the decision

Helpful Hints

- Don't have a stakeholder engagement if you are not going to listen and use the outcome
- Create multiple kinds of audio and visuals
 - Flow charts
 - Time lines
 - SOPs
- Consider a decision support tool

Helpful Hints

- Know your audience and speak or translate into their “language”
 - Disciplines
 - Emergency management
 - Public health
 - Energy assurance
 - Motivators
 - Process
 - Outcomes