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You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation. No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Brexit negotiations are in the early stages, and uncertainty around the topic remains. One thing that's clear, however, is the importance of continuing investment in major infrastructure, to drive growth. So where does stakeholder engagement and advocacy fit in? The answer - it's the key to making these projects happen! What is stakeholder engagement and why is it important? Stakeholder engagement means building relationships with the communities and groups that are interested in your project, and creating opportunities for decision makers to hear from the people their decisions directly affect - the stakeholders. Engaging with stakeholders means better policy decisions are made. For example, engaging with disabled peoples organisations and involving them early in shaping your scheme will ensure you get things right first time, rather than spending money on expensive retrofitting later. Involving local communities in plans will also help improve a project. After all, local people are often the experts on what will and won't work for their area. And importantly when people feel they've been listened to and have had an opportunity to contribute, they're more likely to become advocates for a project. What is an advocate, and why do we need them? Advocates are people, or groups, who are willing to support your project. They can help make the case for and shape the scheme. And stakeholder advocates will applaud delivery of the project if their views have been considered and things have been done well. Infrastructure projects, especially major ones, need advocates from a range of sectors; including business, industry, communities, campaign groups and equalities groups. As an example, young people, and the organisations which represent them, can be fantastic advocates for your project. Young people are the future of society. They're our prospective engineering and infrastructure workforce, and upcoming business, industry and political leaders. So it's only right they have a say in decisions that will affect them. By involving young people, we will ignite interest in engineering and related careers. We will build the skills pipeline for the future. And we will educate future business and political leaders about the importance of infrastructure to drive growth. Today's young people will be the decision makers on the infrastructure projects of the future. And they'll be the main users and beneficiaries of the projects being built today. Young people are a major stakeholder group, so we need to get our infrastructure schemes right for them. Do infrastructure projects need stakeholder advocates to make them happen? The answer to this is undoubtedly "yes!" The Crossrail project is a fantastic example of this. Crossrail finally came to fruition because business backed it and was willing to campaign for it, and pay its share of the costs. If we spend time engaging a range of stakeholders on infrastructure schemes, it will not only help to gain their support, but will also help drive the project forward. Having a two-way dialogue with stakeholder groups, listening to what they think and acting on suggestions will ensure the project gains momentum, as stakeholders will have a personal interest in its completion. By doing this we will build advocates for our infrastructure projects. At which stage can stakeholders help your infrastructure project? Stakeholders can help at every stage in an infrastructure projects progress, from initial concept right through to delivery. Stakeholders can help shape the idea itself. They can help build political support for the project and make the case for funding. Stakeholders can contribute their thoughts and requirements into the design. This will help you get it right first time. If you take your stakeholders with you on the projects journey, and provide meaningful involvement, from design through construction to operation, they can help you turn a good scheme into a great scheme. My top five tips: So we know that stakeholder engagement is vital to a projects success. If you want to improve stakeholder engagement on your project but aren't sure where to start, you may wish to consider my top five tips: Identify your stakeholders: The first stage of stakeholder engagement is to carry out a thorough mapping exercise to identify and understand your stakeholders, and their views of the project. Have the conversation: This is a major part of stakeholder engagement. Don't be scared to talk to your stakeholders. Doing so will help gain their respect. Different stakeholder groups will often have different perspectives on a project and competing views, but the worst mistake you can make is to ignore them. All interested groups have the right to be heard. Engage early and often: It's important to make contact with your stakeholders early on in the project. They need to be consulted at every stage, and have a real opportunity to influence the project. Stakeholders should be given the confidence that you are going to listen to, and take account of their views and requirements. I'd recommend going above and beyond what planning law requires. Aim to build advocacy among your stakeholders: You should engage with a wide range of stakeholder groups and aim to build advocacy for your project by carrying out top-quality, meaningful engagement. This will help make the case for your project, drive it forward and protect its reputation. But, be aware, building advocacy is a long-term process. It doesn't happen overnight. And fundamentally, it's all about building relationships, listening and working in partnership with your stakeholders to deliver results that work for everyone. Consider the impact of social media: Social media can be an excellent tool for promoting your project. But it also means even the smallest of issues can be blown out of proportion. Make sure you are aware of your stakeholders, what they are saying on social media, and how it can play a part in communication and promotion. By following these tips, we can all help to better engage with our stakeholders and build advocacy for our infrastructure projects. This will undoubtedly help to keep projects on track, and ensure we have a stronger economy, regardless of any uncertainty that might lie ahead. Want to give your brand videos a cinematic edge? Join our visual experts and special guests for an info-packed hour of insights to elevate your next video project. Tune in on June 24 at 11amET. Register NowEnjoy sharper detail, more accurate color, lifelike lighting, believable backgrounds, and more with our new model update. Your generated images will be more polished than ever. See What's NewExplore how consumers want to see climate stories told today, and what that means for your visuals.Download Our Latest VisualGPS ReportWant to give your brand videos a cinematic edge? Join our visual experts and special guests for an info-packed hour of insights to elevate your next video project. Tune in on June 24 at 11amET. Register NowEnjoy sharper detail, more accurate color, lifelike lighting, believable backgrounds, and more with our new model update. Your generated images will be more polished than ever. See What's NewExplore how consumers want to see climate stories told today, and what that means for your visuals.Download Our Latest VisualGPS ReportWant to give your brand videos a cinematic edge? Join our visual experts and special guests for an info-packed hour of insights to elevate your next video project. Tune in on June 24 at 11amET. Register NowEnjoy sharper detail, more accurate color, lifelike lighting, believable backgrounds, and more with our new model update. Your generated images will be more polished than ever. See What's NewExplore how consumers want to see climate stories told today, and what that means for your visuals.Download Our Latest VisualGPS Report Stakeholder engagement is the process used by a business to engage relevant stakeholders which include people or organizations for a specific purpose to achieve agreed-upon outcomes. Rather than a one-time activity, stakeholder engagement is a process, with the end goal being the organization or project success. In a life science context, stakeholder engagement typically involves a pharmaceutical or medical device company that wants to collect insights from HCPs, payers, patients, or internal peers. The company may identify groups of experts in a specific disease area or patients who can provide feedback about their experiences. Payers might be engaged to give input on the economic viability of a treatment or medicine, and colleagues may be asked to provide direction on internal initiatives. Life science companies collect this information to help drive a strategy or make important business decisions. Therefore, it's important that the right business or project stakeholders are identified early on and then engaged in a productive manner. Let's explore a few aspects of how to engage stakeholders in healthcare processes, including why it's important and how to do it effectively. Why is stakeholder engagement important? Pharmaceutical and medical device teams use insights collected from experts to move their business strategies forward. This might relate to clinical trial design, bringing a drug or device to market, developing patient education materials, or other activities that contribute to business or project success, as well as more successful patient outcomes. Without a doubt, these goals are high-stakes. Life science organizations need input from acknowledged experts in order to meet their objectives, and therefore, they must take steps to ensure they're engaging the right experts or key opinion leaders for each project. Effective KOL identification across different therapeutic areas, specialties, and geographies makes the most of companies investment in stakeholder engagement and ensures a high volume of actionable insights for better decision-making in the pharma industry. Mapping your stakeholders Before engaging stakeholders in a virtual advisory board or other interaction, teams need to ensure they have identified the right experts. KOL mapping ensures the selected experts will help teams achieve their goals, regardless of global region or clinical area. KOL or stakeholder mapping is a quantitative approach to identifying KOLs on a regional, national, and global level knowledge pharma teams can use to pinpoint the most valuable voices for specific tasks. By identifying key stakeholders with expertise in specific therapeutic areas and matching, or mapping, them according to their level of influence, life science teams can quickly ascertain who to engage for highly targeted feedback on a variety of subjects. The ultimate goal of mapping multiple stakeholders is pinpointing individuals with high levels of influence and interest in a specific therapeutic area, with the goal of accelerating commercialization or product adoption in the pharma industry. In an asynchronous setting, it may seem less critical to drill into the detailed profiles of each expert because there's no limit to how many KOLs you can include but it's still important to identify the experts who can provide the most relevant and actionable insight. Stakeholder management strategy planning To help ensure successful stakeholder engagement, start with stakeholder identification which can be influential individuals in specific therapeutic areas and within the appropriate geography. While it's beneficial to understand who is consistently speaking at important medical congresses and scientific meetings, and who is publishing journal articles or is frequently quoted in the media for their clinical experience it's also important to identify rising stars and digital opinion leaders. These experts can provide perspectives outside the usual suspects and add more context to the topic under discussion. Next, as part of your stakeholder engagement strategy, consider what your KOLs need: How important is it for them to stay close to work and home rather than travel to a meeting? Do they tend to be more introverted in face-to-face settings? Are they newcomers who might be reluctant to speak up around more experienced clinicians? While it's true that any expert thought leader can thrive in a virtual setting, your medical affairs KOL or stakeholder management team may find it beneficial to understand which individuals are actually more comfortable and authoritative in an asynchronous discussion. Enabling KOLs to use the venue in which they're most comfortable and most likely to participate in a meaningful way is a win-win in which your team collects a higher volume of actionable insights and the KOL is able to share their knowledge while continuing to establish their place alongside other experts in the pharmaceutical industry. Choosing an effective stakeholder engagement approach While virtual engagement is a more inclusive approach as compared to one-time in-person meetings that require travel, there will be settings in which a face-to-face event is necessary or preferred. However, augmenting these events with asynchronous or live virtual elements can yield a higher volume and quality of insights over a standalone physical event. One example is a medical congress or other large-scale annual meetings. Pharmaceutical and medical device companies anticipate these important events, which are valuable for the peer-to-peer exchange and insight-gathering opportunities they provide. Supporting these events with asynchronous elements before, during, and after the congress helps life science organizations derive more value from their investment of time and resources. Within 3s insights management platform solution enables life science teams to gather impressions prior to a congress event and plan activities accordingly. They can also engage in social listening to get a better understanding of what HCPs are interested in learning at the medical congress, and what they're discussing during and after the event. Congress huddle meetings allow medical affairs teams to share insights and scientific information during the congress without adding additional in-person meetings. Finally, post-congress asynchronous sessions give colleagues time to debrief and build consensus about any next steps or lessons learned. To learn more about getting started with insights management, download our white paper. 0 ratings 0% found this document useful (0 votes) 62 views This document outlines a six-step framework for stakeholder engagement in health research. The framework aims to support research groups in involving stakeholders to ensure research is relevant Save Save Six Step Stakeholder Engagement Framework For Later 0% found this document useful, undefined

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