



STAKEHOLDER ENGAGEMENT

GETTING STARTED: ADDRESSING CONFLICT IN COMMUNITY

2. Below each topic, list the various stakeholder groups that are currently experiencing 'conflict', disagreements or unshared opinions related to that topic.

Solidifying a place in community is dependent on community members and other stakeholder groups appreciating the value you bring. Being able to manage and resolve conflict is important, but it must be done in an authentic manner that resonates within that community. 'Authentic approaches' appreciate the diversity and dynamics within a community.

3. Now, across from each of the stakeholder groups list;
 - a) their perspective on the topic or the stance they are taking;
and
 - b) what efforts have been taken by either group to initiate and/or resolve conflict with the other stakeholders.
4. Looking over the comprehensive list you developed oversteps #1 and #2, identify the 'low hanging fruit,' which means seek to;
 - a) identify the stakeholder groups you already have a relationship with (but never favour them);
 - b) identify pre-existing efforts already implemented by the stakeholders that demonstrate their desired outcomes are aligned;
 - c) determine if there are ways to group 'conflict' topics and corresponding perspectives. This will help you simplify conflict and find solutions that may fix multiple problems – helping you to manage the situation and build trust with the community (which will be covered in another worksheet).

It is important to note is that 'conflict' is not necessary negative. At face value, conflict can initiate dialogue between individuals and/ or stakeholder groups that will indeed have a positive influence on their relationships. Thus, supporting and encouraging productive dialogue that is managed to emphasise similar views and topics the stakeholders can agree upon is the first step to ensuring conflict management is headed in a positive direction.



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5. Once the lists are summarised according to similarities and through the recognition of what challenges stakeholder groups face, it is important to evaluate;
 - a) your skillset;
 - b) your company's assets;
 - c) available resources.

Align what your company does well and what these strengths are to help navigate and foster dialogue.

When working in community, you must be prepared to offer something to each stakeholder group regardless of how big or small, so you are consistently adding value through your engagement. The more often stakeholders feel heard, and that you are providing them with a service, the more willing they will be to continue to invite you back to community functions and involve you in their internal process.