

Learning Lab Proposal, 2017 Conference

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Maximizing Value of Stakeholder Engagement: Tips and Tools from Stakeholder Engagement Consulting on Nine PCORI-Funded Studies

Many researchers who want to engage stakeholders in CeNR can readily identify who they want as stakeholders on their projects. Identifying key stakeholders is a necessary step, but it is not sufficient to assure effective, sustainable stakeholder engagement that produces valuable outcomes for the research team. In our 4 years of experience as stakeholder engagement consultants on 9 PCORI-funded projects and an equal number of other patient-centered research studies, we've seen that researchers often begin community engaged research with great enthusiasm but without a clear conception of the detailed steps involved in successful stakeholder engagement. In the absence of a comprehensive plan, stakeholder engagement can falter, and the outcomes of engagement can be disappointing both for researchers and stakeholders. In our role as consultants, we have observed several problems related to incomplete planning:

- Roles for stakeholders are not clearly defined.
- Stakeholders are not appropriately prepared for their work.
- In projects with multiple stakeholder groups, the research team does not have a transparent and consistent process for synthesizing feedback from all groups.
- Stakeholder meeting agendas are not intentionally constructed to support meaningful stakeholder participation and instead promote passive listening to reports from the research team.

We have developed a specific process and templates to help researchers anticipate and address these issues. This learning lab will provide participants with practical tips and tools to maximize the value of work with research project stakeholders. The content is most appropriate to researchers who want to work with patient and community stakeholders, including those from under-represented populations.

Overall Learning Objectives:

Participants will:

1. Identify orientation activities that prepare stakeholders to effectively participate in the project.
2. Recognize elements of a stakeholder meeting agenda that can yield constructive feedback for the research team.
3. Describe key strategies to sustain stakeholder engagement across the project lifespan.

Session Schedule

Getting Started (30 minutes)

- Share specific examples of stakeholder engagement activities
- Discuss key orientation activities to prepare stakeholders for their role on the project

Effective Meetings (40 minutes)

- Share best practices to prepare for stakeholder meetings
- Review meeting agenda template
- Compare effective and ineffective meeting activities
- Small group work to design effective activity for stakeholder meeting

Sustaining Engagement (20 minutes)

- Discuss templates and processes for synthesizing input from multiple stakeholder groups
- Provide tips and brainstorm additional ideas to maintain stakeholder interest and involvement