

: *What is stakeholder engagement?*

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Stakeholder engagement and stakeholder management are the most important ingredients for successful project delivery.

Stakeholder engagement is a process used to involve people who may be affected by a decision so they may influence the choice and implementation of the decision. The AccountAbility 1000 Stakeholder Engagement Standard defines stakeholders as "... those groups who affect and/or could be affected by an organisation's activities, products or services and associated performance. This does not include all those who may have knowledge of or views about the organisation. Organisations and projects may have many stakeholders, each with distinct types and levels of involvement, and often with diverse and sometimes conflicting interests and concerns." Stakeholder engagement and stakeholder management are the most important ingredients for successful project delivery.

Stakeholder engagement is defined as "... the process used by an organisation to engage relevant stakeholders for a purpose to achieve accepted outcomes."¹ (1 AA1000 Stakeholder Engagement Standard 2011, Accountability 2008)

Organizations must remain relevant to survive in a challenging business environment and to be relevant requires regular interaction and collaboration with important stakeholders. Effective engagement helps translate stakeholder needs into organizational goals and creates successful outcomes. Discovering consensus about shared motivations helps a group of stakeholders to arrive at a decision and helps ensure a meaningful outcome.

https://www2.deloitte.com/content/dam/Deloitte/za/Documents/governance-risk-compliance/ZA_StakeholderEngagement_04042014.pdf

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