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# Stakeholder involvement

before, during and after the advisory process

onderwijsraad

## Introduction

- Strategic communication officer at the Dutch Education Council
- Mission to get communication in the heart of our organisation
- Because to advise = to communicate
- Not only communicate about the end product, but also communication as a tool to make advices that can make a difference



Today...

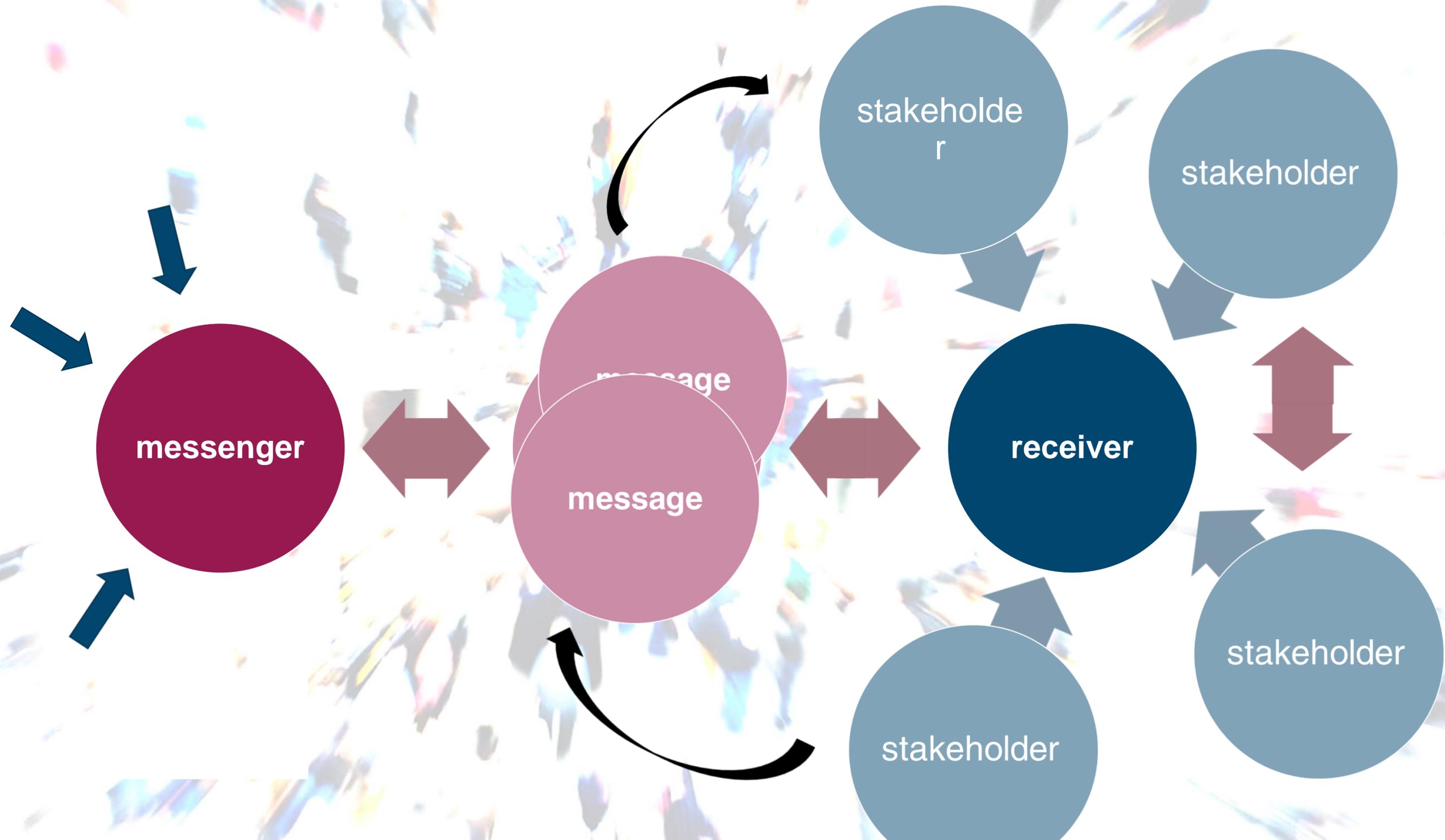
- Context matters
- Who are we talking about?
- How stakeholder involvement contributes to our work?
- What do we do to involve stakeholders?
- Stakeholder analysis

Once upon a time, it worked like this...

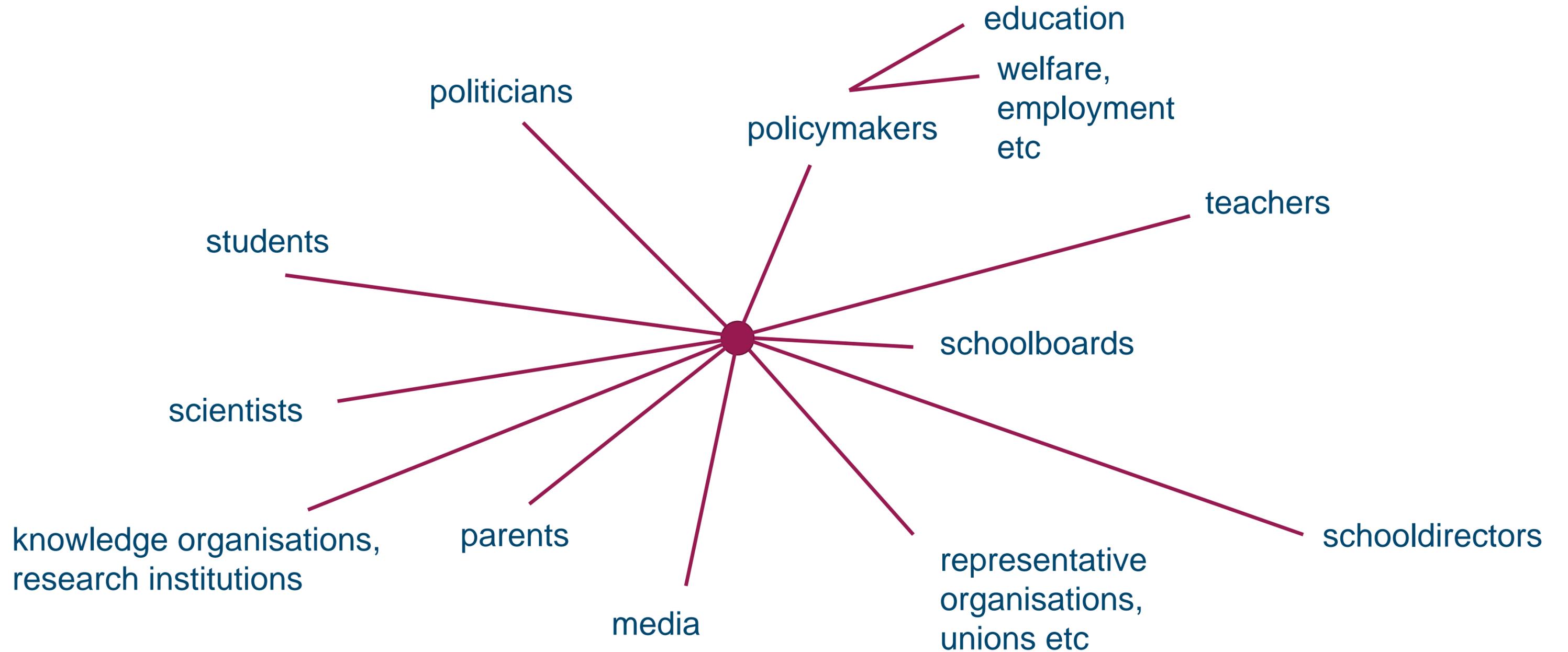
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# Who are these stakeholders?



## When does the Dutch Education Council involve stakeholders?

- Before -> to gather relevant topics
- During -> to determine our added value, to get the right input, to manage expectations
- After -> to invest in follow up (to create sense of urgency, influence debate or policy), to make sure the advices reach those who are of influence

# What do we do?

annual conversations  
call out social media

before

annual program

stakeholder analysis  
panels, workings visits  
stakeholder  
conversations  
call out social media  
make visible  
publication strategy

during

clear insight of context  
getting input  
managing expectations

organise attention/sense  
of urgency with media  
go out and explain  
influence public debate  
bring relevant  
stakeholders together

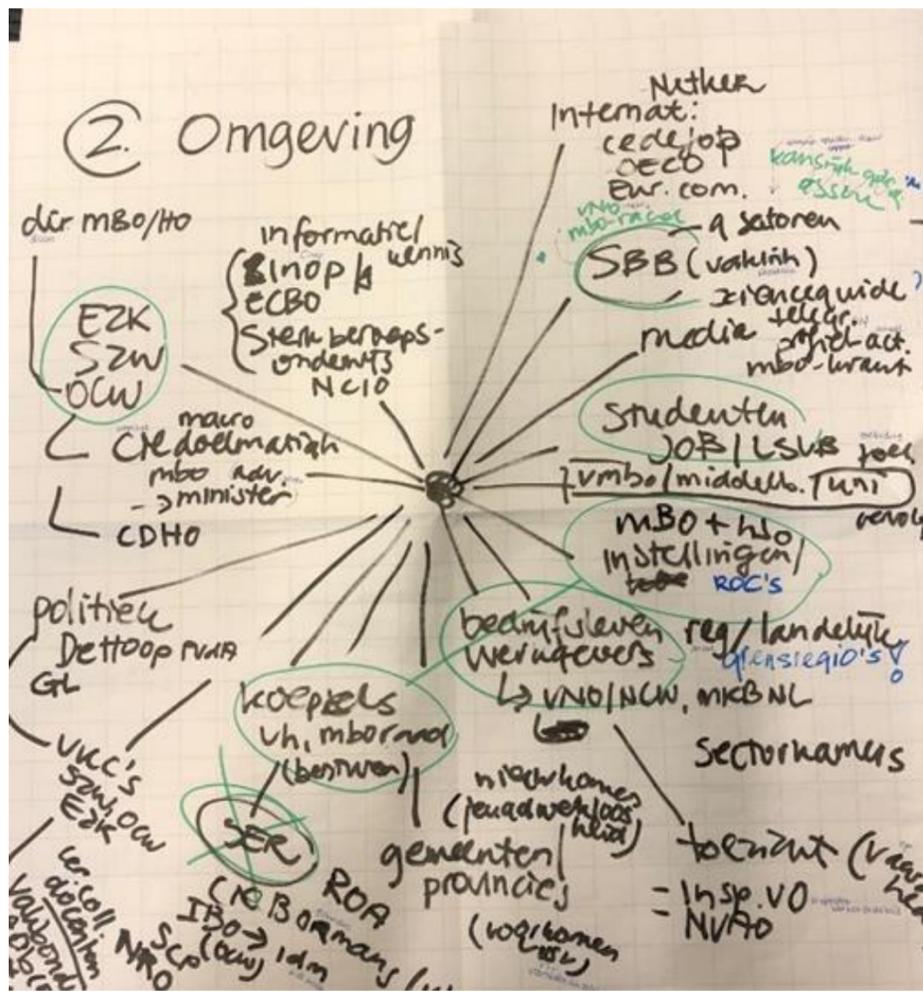
after

investing in follow up  
evaluate + act

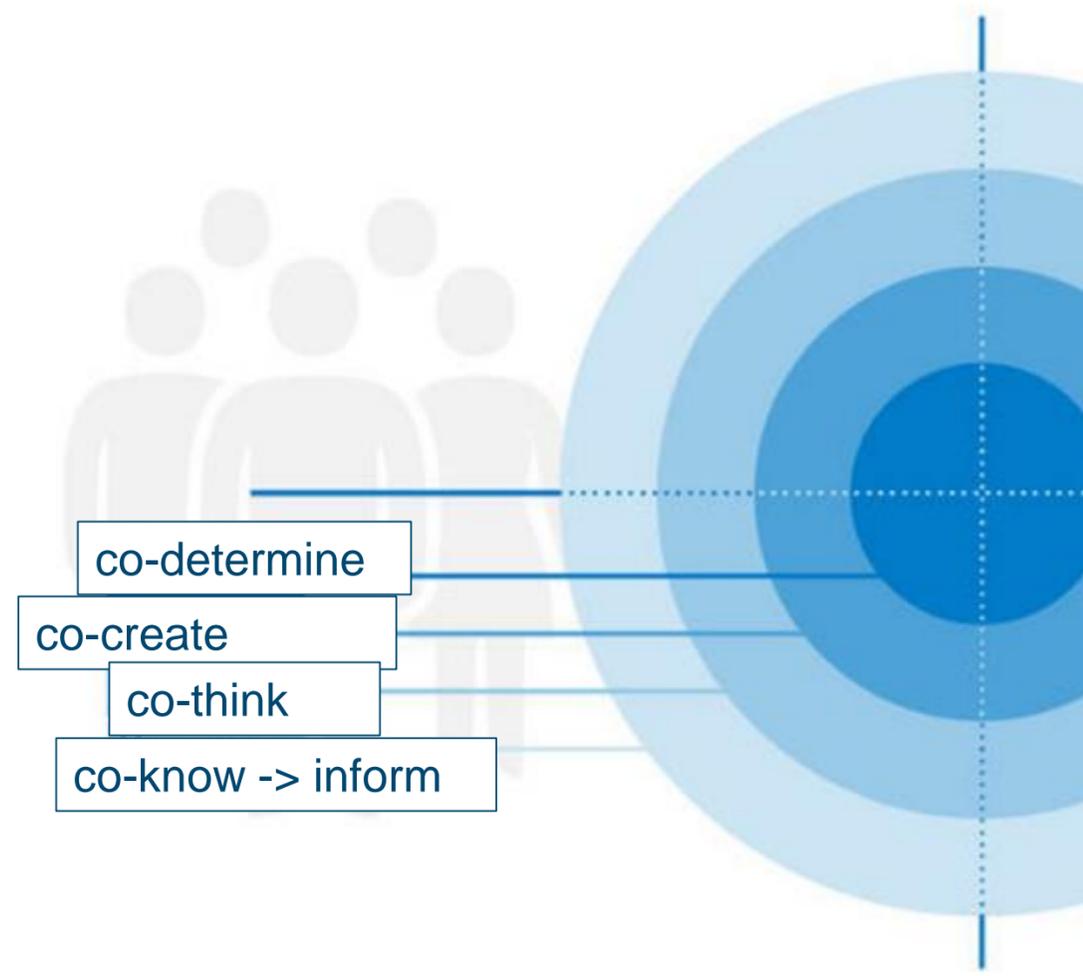
## Stakeholder analysis

1. Who are relevant stakeholders on this topic?
2. Who are the 5 most powerful/influential?
3. What are their views on the problem? What do they consider solutions? What motivates them?
4. What role do we attribute to them in the advisory process? Do we inform or involve them?

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	Actor 1	Actor 2
problem		
solution		
points of view		
motivation/interests		



## Discussion

- Any questions to clarify?
- Do you recognize the steps before, during and after?
- Suggestions for additional actions?
- Do you think a stakeholder analysis might be useful?



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