



pattillo

# Certificate in Engagement

Anne Pattillo, as an international leader in engagement, worked with IAP2 Australasia and other leading practitioners to create the new engagement Certificate training to meet the contemporary standards for engagement. IAP2 is the internationally recognised professional leader and authority in stakeholder and community engagement.

## Who should do the Certificate?

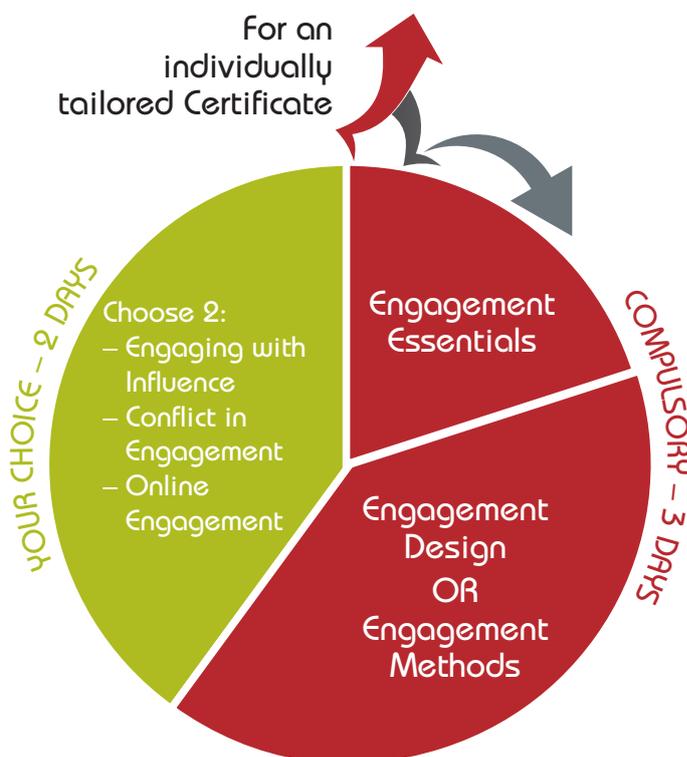
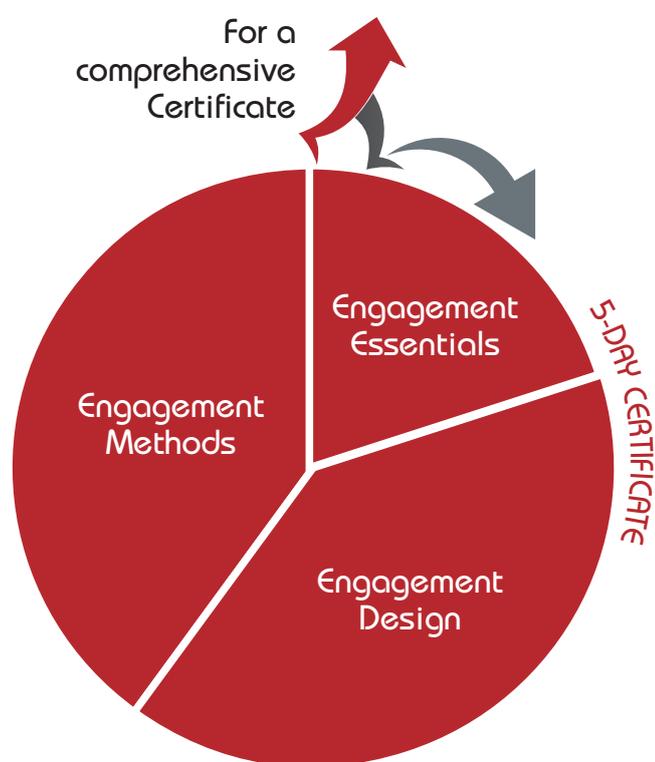
The Certificate in Engagement is designed for anyone who needs to design and deliver engagement according to internationally accepted foundations and standards.

## Flow

**The Certificate in Engagement is a 5-day Certificate** and starts with **Engagement Essentials**, which gives a strong overview of core concepts.

Next between either **Engagement Design**, perfect if you need to design and plan engagement projects from scratch or **Engagement Methods**, which is great if your role is at the front line of engaging. For a comprehensive Certificate then do both **Engagement Design** and **Engagement Methods**.

Alternatively choose two of the other three options to complete the Certificate: *Engaging with Influence*, *Conflict in Engagement* and *Online Engagement*.



“ Anne Direct ... to secure Anne as your preferred Certificate or Advanced Certificate trainer, then contact Anne directly on (+64 4 4732702) or [people@pattillo.co.nz](mailto:people@pattillo.co.nz) ”

## Module descriptions

### COMPULSORY

#### Engagement Essentials (1 DAY)

This starter module provides participants with an overview of the core concepts underpinning effective engagement. Participants will have a practical opportunity to unpack the definition of engagement, uses of engagement and the five key questions in the underpinning engagement.

### AND AT LEAST ONE OF THE FOLLOWING

#### Engagement Design (2 DAYS)

Effective engagement requires a practitioner to analyse the context for engagement and the engagement task and then plan the engagement approach, selecting the right methods and setting the measures for effectiveness. Engagement Design is a key module for anyone who is responsible to design and planning engagement projects. The module is a hands-on opportunity to use the planning steps and tools for engagement that gets the job done.

#### Engagement Methods (2 DAYS)

The key nexus point of engagement that works is the point of contact between an organisation and the community. Engagement Methods introduces participants to a comprehensive set of methods that work for engagement from face to face methods to the use of online approaches. Participants get to practice a core set of methods in depth and to develop the skills to communicate and work with communities directly.

### OPTIONAL 1 DAY MODULES

#### Engaging with influence

Engagement starts inside the organisation when we, as engagement practitioners, give advice and build the mandate for engagement. Engaging with influence is focussed on helping practitioners to unlock their potential to engage within their organisations and to build your professional influence.

#### Conflict in Engagement

Managing conflict is a significant challenge for engagement practitioners everywhere. Conflict in Engagement was developed by leading practitioner Michelle Feenan. The workshop is a mix of theory and practical skills and techniques, and understanding the dynamics of conflict.

#### Online Engagement

Online engagement is essential to contemporary engagement, this module is an introduction to when and how to make best use of online approaches. The Online Engagement module provides an overview of the range of techniques in the online environment and practical opportunity to use a range of tools and approaches.