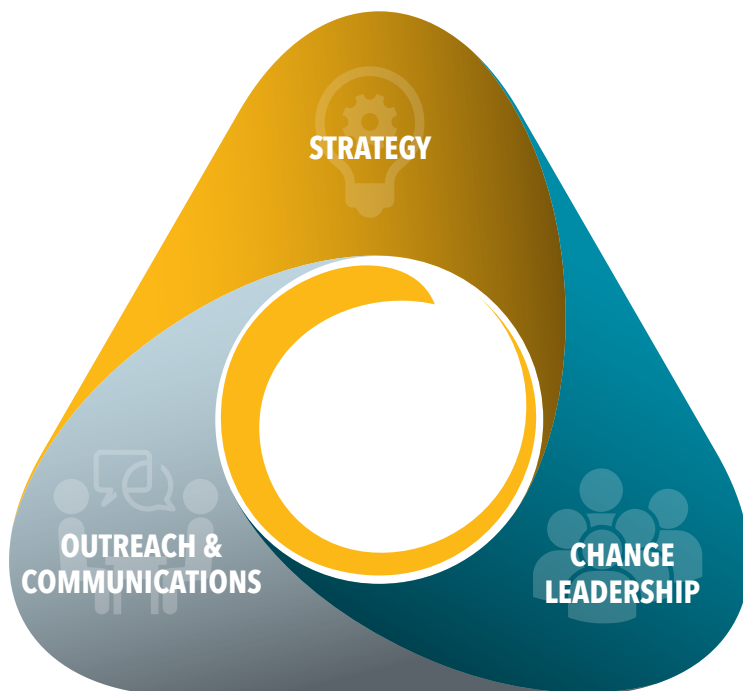


STAKEHOLDER ENGAGEMENT SUCCESS MODEL

Ethos helps leaders better achieve their vision through our Stakeholder Engagement Success Model. By adopting our comprehensive approach leaders gain the information and support they need to more efficiently achieve program and mission goals.



STRATEGY CAPABILITIES

- ORGANIZATIONAL ASSESSMENT
- MARKET RESEARCH
- STRATEGIC PLANNING
- MESSAGE DEVELOPMENT



CHANGE LEADERSHIP CAPABILITIES

- PROGRAM MANAGEMENT
- PARTNERSHIP BUILDING
- EMPLOYEE ENGAGEMENT
- EDUCATION AND TRAINING



OUTREACH & COMMUNICATIONS CAPABILITIES

- DIGITAL STRATEGIES
- BRANDING AND CREATIVE SERVICES
- PUBLIC ENGAGEMENT
- EXECUTIVE VISIBILITY



WHAT IS STAKEHOLDER ENGAGEMENT?

It's when an organization effectively involves its employees, customers/users and partners in program strategy, implementation and governance. Stakeholder engagement goes beyond traditional communication techniques, using two-way dialogue and feedback loops to improve decision-making, accountability and program outcomes.

WHAT ARE THE BENEFITS OF STAKEHOLDER ENGAGEMENT?

- Better program outcomes and increased impact
- Improved customer experience and satisfaction
- Greater efficiency and improved decision-making
- More transparency and accountability

STRATEGY

We begin by assessing where your organization is today. Through a combination of interviews, feedback sessions, market research and benchmarking, we glean insight into your internal and external stakeholders' needs.

We present you with a series of findings and describe what success could look like in the future. This culminates in a comprehensive stakeholder engagement strategy and implementation plan, which includes clearly defined metrics for success.



CASE STUDY

Ethos worked with a large, public sector organization to help move from a compliance-based organization to a more customer-focused enterprise. We conducted an organization-wide assessment, segmented and prioritized stakeholder groups and created an enterprise stakeholder engagement strategy. We worked closely with the leadership team and governance to create buy-in on an implementation plan that ultimately gave this organization a foundation on which to transform.

CHANGE LEADERSHIP

Ethos gives you the plan, tools and techniques necessary to lead both internal and external change initiatives. We work with your team throughout the entire change management process to create stakeholder buy-in on the future vision.

With Ethos' effective change leadership approach, your strategic transition will lead to a new way of operating, with an energized team and a more engaged stakeholder community.



CASE STUDY

Ethos successfully used its change leadership methodology to turn around a nationally-focused federal grant. Through feedback sessions, interviews and a facilitated forum of key stakeholders, we were quickly able to create consensus for a refreshed vision, while developing a roadmap for how to achieve the desired turnaround. The newly energized team increased its output and was able to more effectively work with key partners to deliver valuable education, training and resources.



OUTREACH AND COMMUNICATION

Ethos assesses your current outreach techniques, builds stakeholder profiles and helps hone your message. We then determine the right mix of one-way communication vehicles (such as newsletters and videos) and two-way feedback loops (such as feedback sessions and interactive webinars).

We partner with you to ensure efficient and creative implementation to achieve your outreach and communication goals.



CASE STUDY

Ethos helped a large, government-wide program develop better outreach techniques to engage the program's three million users, partners and governance. We leveraged focus groups, industry events and virtual forums to gather valuable user input and prepare the community for upcoming technology and process changes. By opening up a two-way dialogue and taking the time to understand the wants and needs of its users, we were able to help government plan a more intuitive and efficient solution.

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AN ECONOMICALLY DISADVANTAGED WOMAN-OWNED SMALL BUSINESS (EDWOSB)

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