SFJPDPS2.4.12
Promote policy proposals through engagement with stakeholders

Overview

Policy recommendations are formed as a result of stakeholder engagement, consultation and the work of policy staff. When firm policy recommendations have been agreed, awareness of the decisions that have been reached and the way forward must be extended. This unit is all about the steps that are needed to ensure that the debate about policy options is not revisited and that operational details of implementation can progress smoothly.

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You must be able to:

P1   identify the key benefits of the recommended policy and assess which of those will most appeal to stakeholders

P2   identify features of the recommended policy that may still attract objections

P3   devise a communication strategy for promoting the recommended policy positively

P4   select media and methods for promoting the recommended policy positively

P5   secure resources for promotion of the recommended policy

P6   organise events and publications for promoting the recommended policy positively

P7   respond to objections to the recommended policy

P8   check the understanding of stakeholders regarding the recommended policy

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Knowledge and understanding

You need to know and understand:

K1   specific legislation, regulation, governance and cultural requirements that relate to the nation or region to which the policy will apply

K2   that the policy formation process involves continuous engagement and partnership with a range of stakeholders meaning that those in policy functions must coordinate and on occasions take the lead but must also constantly seek to ensure that there is full stakeholder engagement

K3   how to express clearly the benefits of the recommended policy

K4   why stakeholders may still offer objections to a recommended policy

K5   how to devise a communication strategy to promote a recommended policy

K6   the benefits, drawbacks and costs of different media options for promotion of a policy

K7   how to secure resources for the promotion of a recommended policy

K8   how to organise events for the promotion of a policy

K9   how to organise publications which promote a policy

K10 methods for testing and checking stakeholder understanding of a recommended policy

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Additional Information

Behaviours

The policy function role demands a high level of professionalism and general professional behaviour that should be taken as read. The most important behaviours that will help you achieve effective performance in this unit are:

Communicating
1. You identify people's information needs.
2. You identify people's preferred communication media and styles and adapt your approach to promote policy proposals effectively.

Building relationships
3. You demonstrate a clear understanding of different stakeholders and their information needs.

Problem solving and decision making
4. You recognise objections to policy proposals and generate constructive answers.

Focusing on results
5. You take personal responsibility for checking that stakeholders have received and understood policy proposals.

Acting ethically
6. You communicate a balanced message about policy proposals whilst maintaining a positive message.

Acting strategically
7. You reinforce the links between policy proposals and strategic directions for the policy area under consideration.

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