

Is your  
organization  
**p2 centric?**



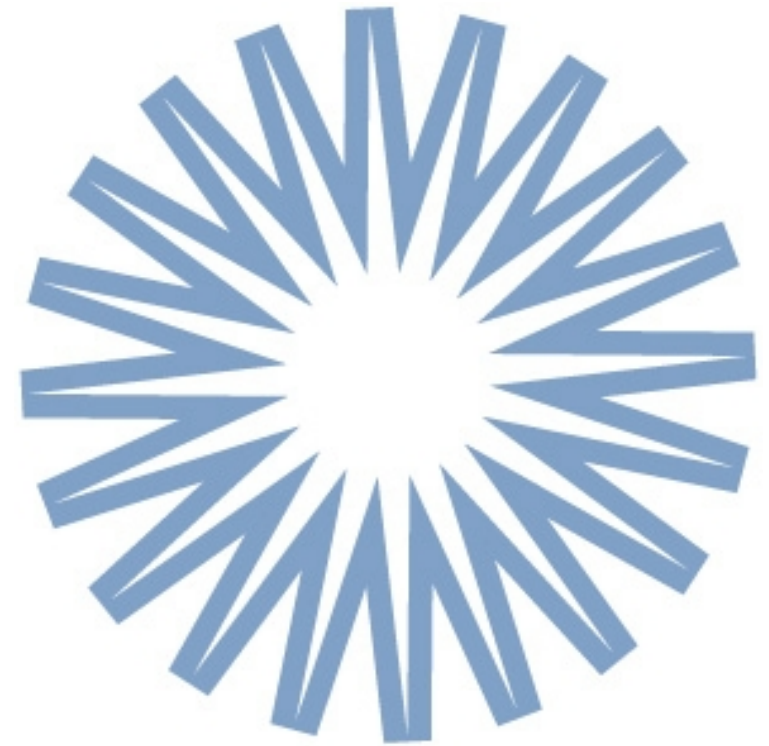
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pattillo

What is a  
P2CO?

Stages of  
development

Your role

Engagement  
Impact

Moving your  
organisation

A pair of hands is shown holding a black smartphone horizontally. The phone's screen is white and displays the text "A little about you" in a bold, purple, sans-serif font. The background is plain white.

**A little  
about you**



# What is a P2CO?

P2 Centric Organization  
Citizen Centric Organization



# What is a P2CO?

An organisation that puts citizens as their main stakeholder at the centre of their decision-making, thinking, planning and action.



...P2 stitched into  
the lining of  
ourselves



Ladder of Participation published in 1969



**Stakeholder Engagement Intensity**

**1980's - 1990's**  
**Managerialist**

**Performance Markets**  
**De-centralisation**

*Stakeholders – valued;  
real views; partnerships*

**1990's - 2000's**  
**Governance**

**Outcomes**  
**Joined up**

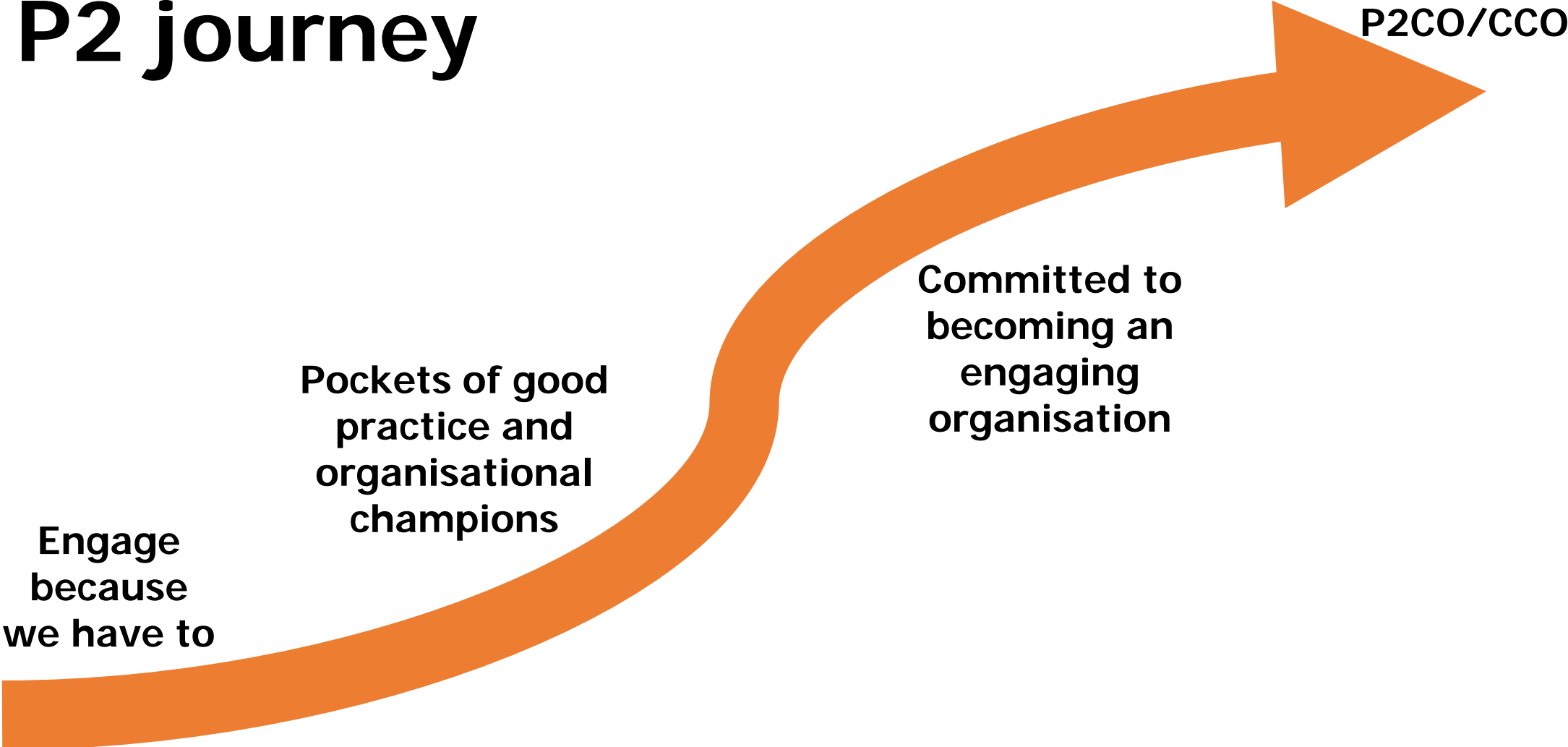
**Place-based**  
**Civil society**

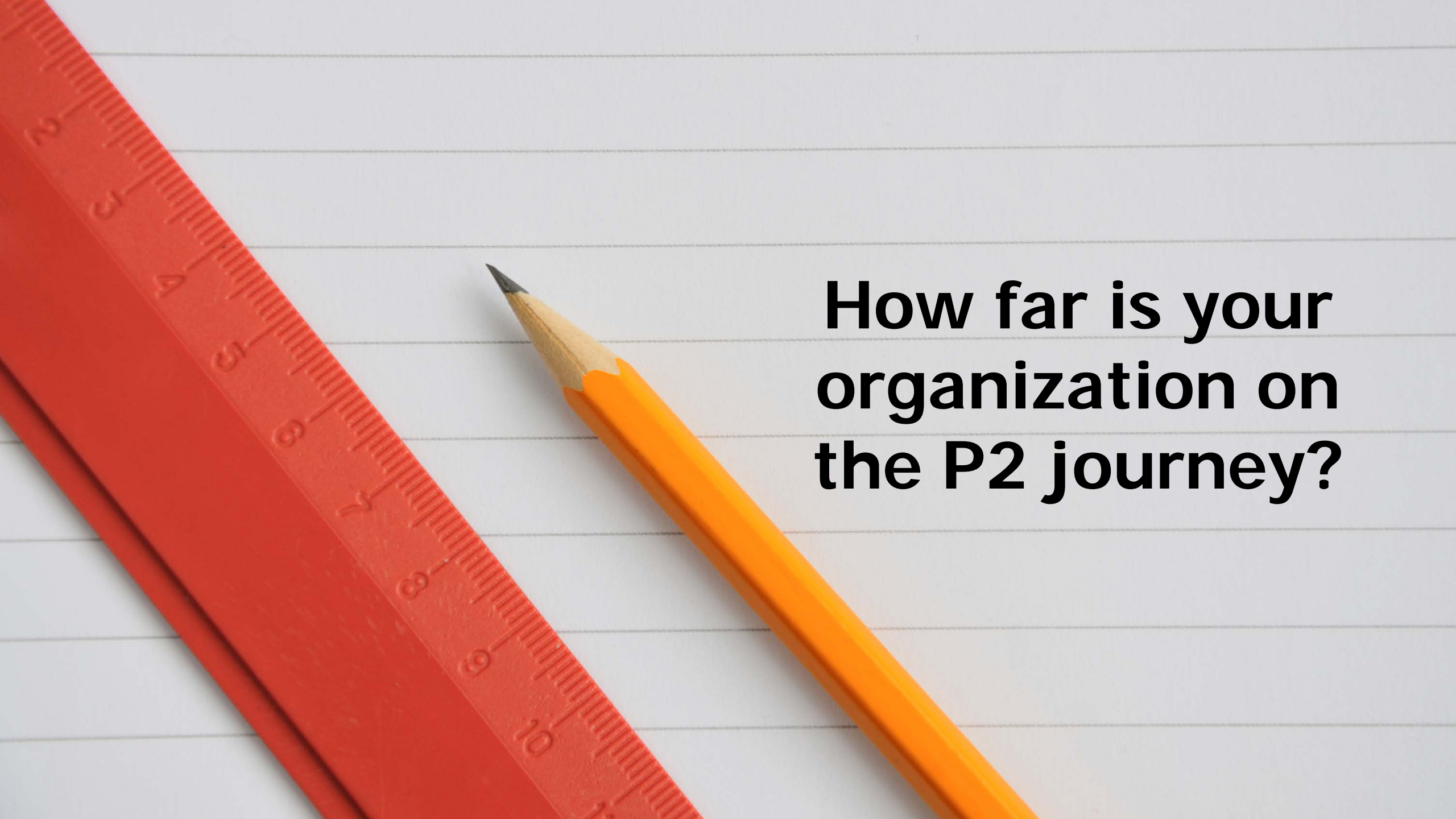
*Stakeholders – visible;  
active 'looking out';  
empower*

**2010+**  
**Collaboration/  
Transparency**

**Service delivery**  
**Personalisation**  
*Stakeholders – citizen  
centric; co-design;  
universal*

# Typical organizational P2 journey



A red ruler and a yellow pencil are positioned diagonally on a sheet of white lined paper. The ruler is on the left, and the pencil is in the center. The text is on the right side of the page.

**How far is your  
organization on  
the P2 journey?**



Your role?

Flip from  
**project to  
organization**

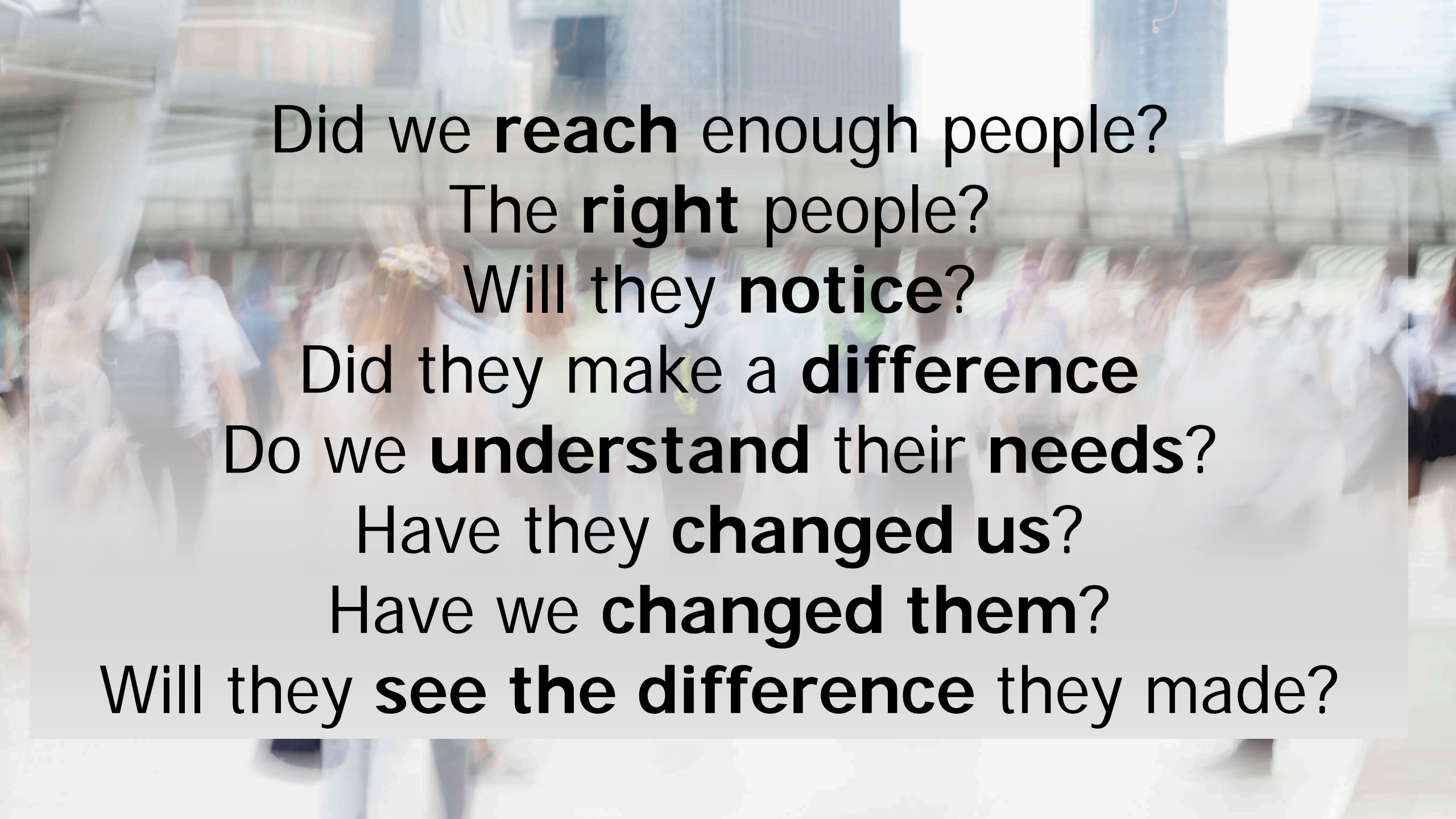




Flip from  
**inside-out**  
to **outside-in**



Flip our focus from **practice** to **impact**



Did we **reach** enough people?

The **right** people?

Will they **notice**?

Did they make a **difference**

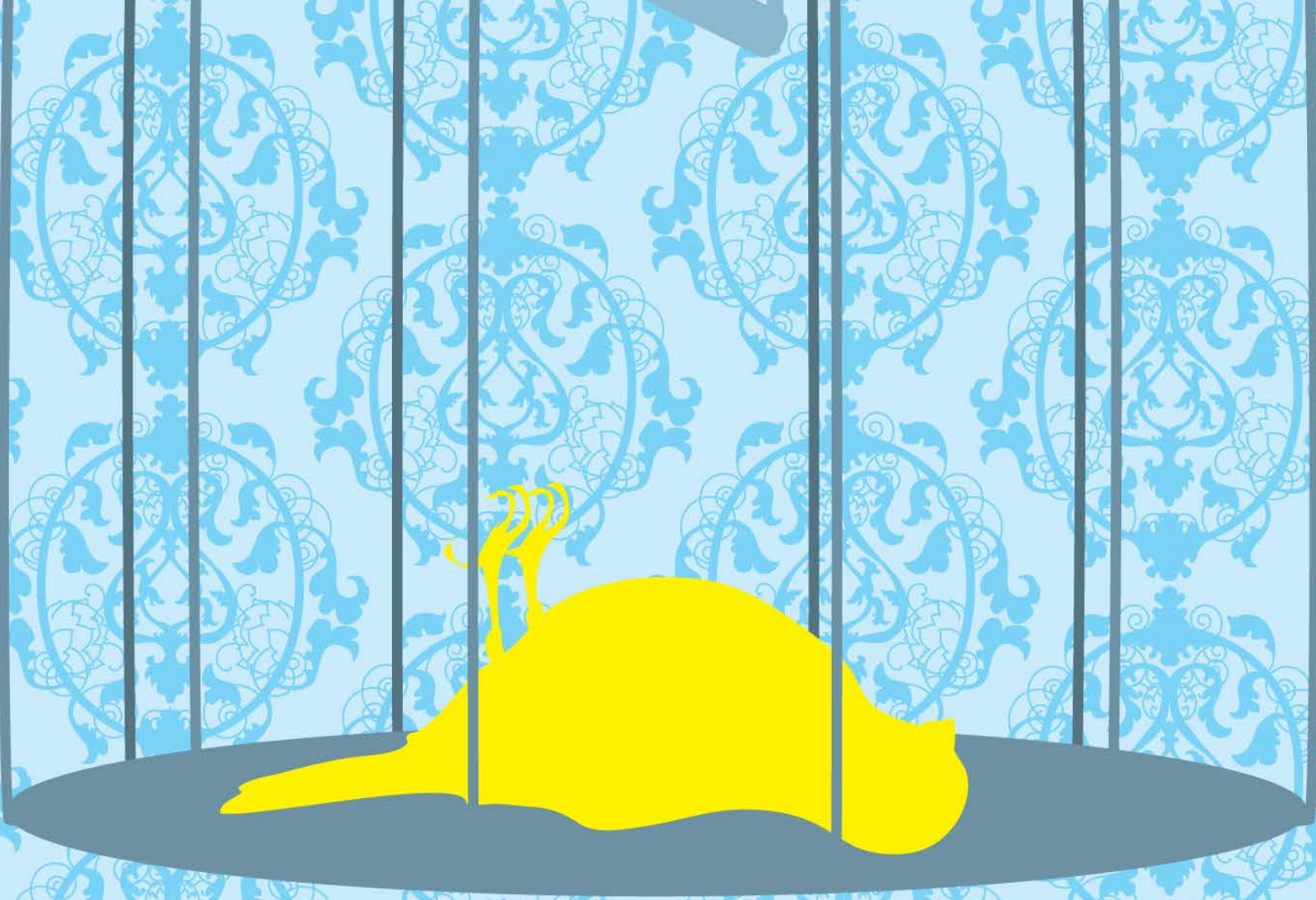
Do we **understand** their **needs**?

Have they **changed us**?


Have we **changed them**?

Will they **see the difference** they made?






We need to turn from focusing on  
**reputational risk**

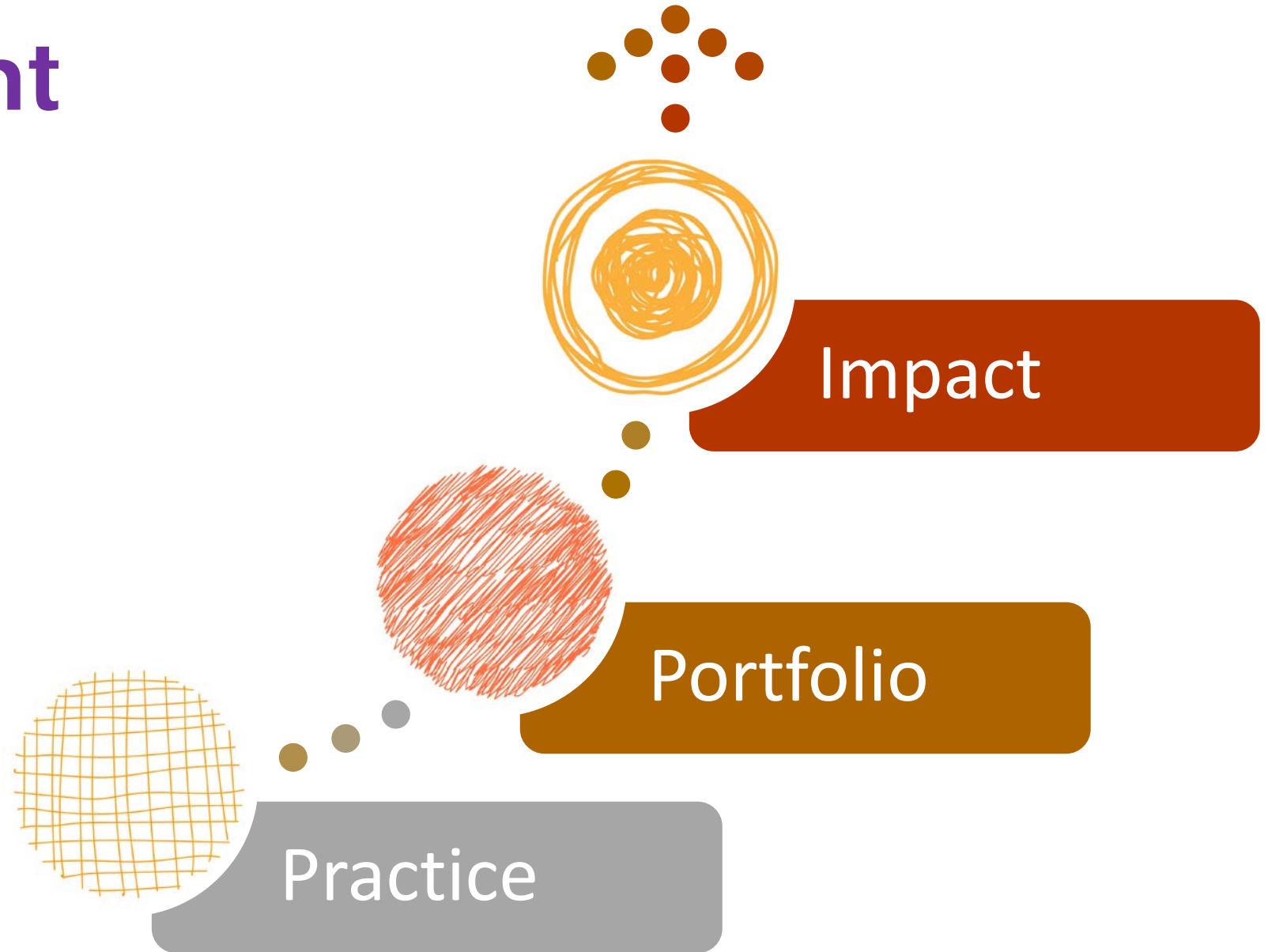
A close-up photograph of a bright yellow bird, possibly a canary, perched on a dark brown branch. The bird is facing left and has a small pink flower in its beak. The background is softly blurred, showing green leaves and other pink flowers. The lighting is natural, highlighting the bird's vibrant yellow feathers.

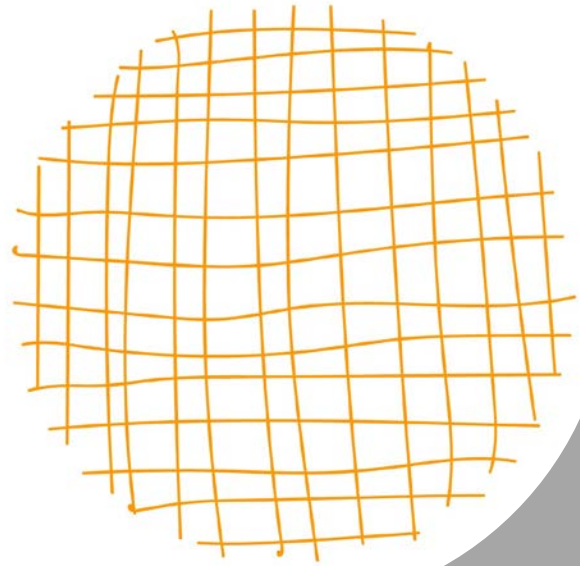
To being  
kings and queens of  
**citizen intel & insights**

Four smooth, dark, rounded stones are arranged in a horizontal line across the top half of the image. They are set against a dark, reflective background that creates soft, blurred reflections of the stones below them. The stones vary slightly in size and orientation, with the second stone from the left being the largest and most prominent.

We need to use our good practice to  
create increased value  
for citizens and organizations.

# Engagement Impact





Practice

# IAP2

- IAP2 has a platform for quality project engagement.
- A deliberate planned process, based on core values.

Delivering  
good  
practice  
requires

- Standards
- Procedures
- Values
- Skills
- Reporting and monitoring





# IAP2 Developments

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Uses the core values as a basis for the standard.

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A basis for  
practice  
assessment

# Quality Assurance Standard

For Community and  
Stakeholder Engagement





# Rating your practice

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IAP2 Quality Assurance Standard

## Core Value 3

Public participation promotes sustainable decisions by recognising and communicating the needs and interests of all participants, including decision makers.

### Exemplary

- Barriers to participation have been identified and efforts made to overcome them
- Knowledge of stakeholder interests and needs are based on stakeholder input

### Emerging

- Demonstrated understanding of stakeholder interests and needs

### Elementary

- No understanding of current concerns of citizens and stakeholders
- No understanding of citizen and stakeholder interests and needs

## Core Value 5

Public participation seeks input from participants in designing how they participate.

### **Exemplary**

- Project sponsor has enabled the participants to have a key role in determining the engagement processes and methods

### **Emerging**

- Reasonable efforts have been made to seek feedback on the potential engagement processes with all stakeholder groups

### **Elementary**

- Assumptions on engagement techniques made without stakeholder dialogue


Project debrief, quality assessment  
and with managers and decision  
makers

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Building  
practice quality

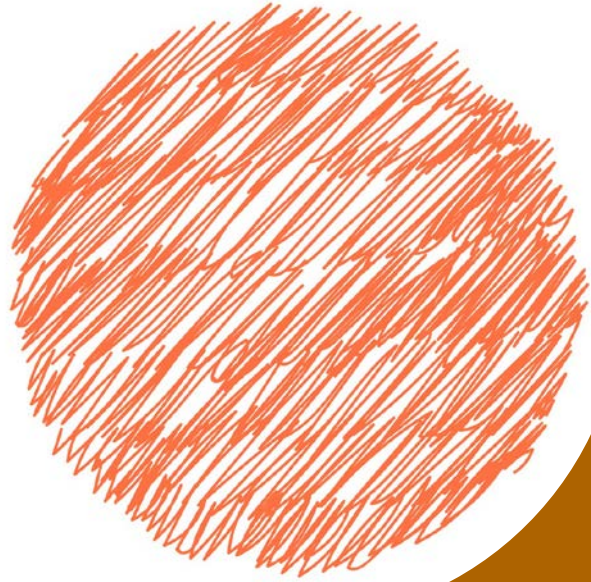
Quality  
Assurance  
Standard

For Community and  
Stakeholder Engagement



60% of  
organisations have:

- **A baseline commitment to people being involved; and**
- **Work hard to seek out people to participate.**



# Portfolio

A close-up photograph of a vibrant green leaf with detailed vein patterns. Several clear water droplets are captured in mid-fall, creating a vertical trail from the leaf's tip. The background is a soft, dark blue gradient.

**The impact of  
occasional good  
practice is  
limited**



**Patchy**

**Under  
resourced**

**Innovative**

**Proud of our  
engagement**

**Rushed**



A portfolio  
of practice

Our focus as practitioners needs to  
move from project delivery to the  
**consistent delivery of quality**  
P2 across our organisation



# A portfolio of practice

Report on it

Focus leaders on it

Evaluate it

Build capability, systems, policies

Organisational commitment

Citizen experience, expectation



# Portfolio strength

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Developing the consistent  
practice quality and  
bench strength for P2

A pair of hands holds a black smartphone horizontally against a white background. The phone's screen is white and displays the text 'Portfolio Selfie'. The word 'Portfolio' is in a purple, sans-serif font, and 'Selfie' is in a black, sans-serif font. The hands are positioned on the left and right sides of the phone, with fingers gripping the edges.

**Portfolio**  
**Selfie**

Skilled staff

Alignment of organisational goals

Quality engagement practice

Leadership commitment

Modern engagement methods

Resourcing and tools



Impact

# Impact

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- Start with the end in mind
- Requires alignment with organisational strategy and strategic priorities
- Work with organizational and community leaders to describe the outcomes sought and develop the intervention logic to get there



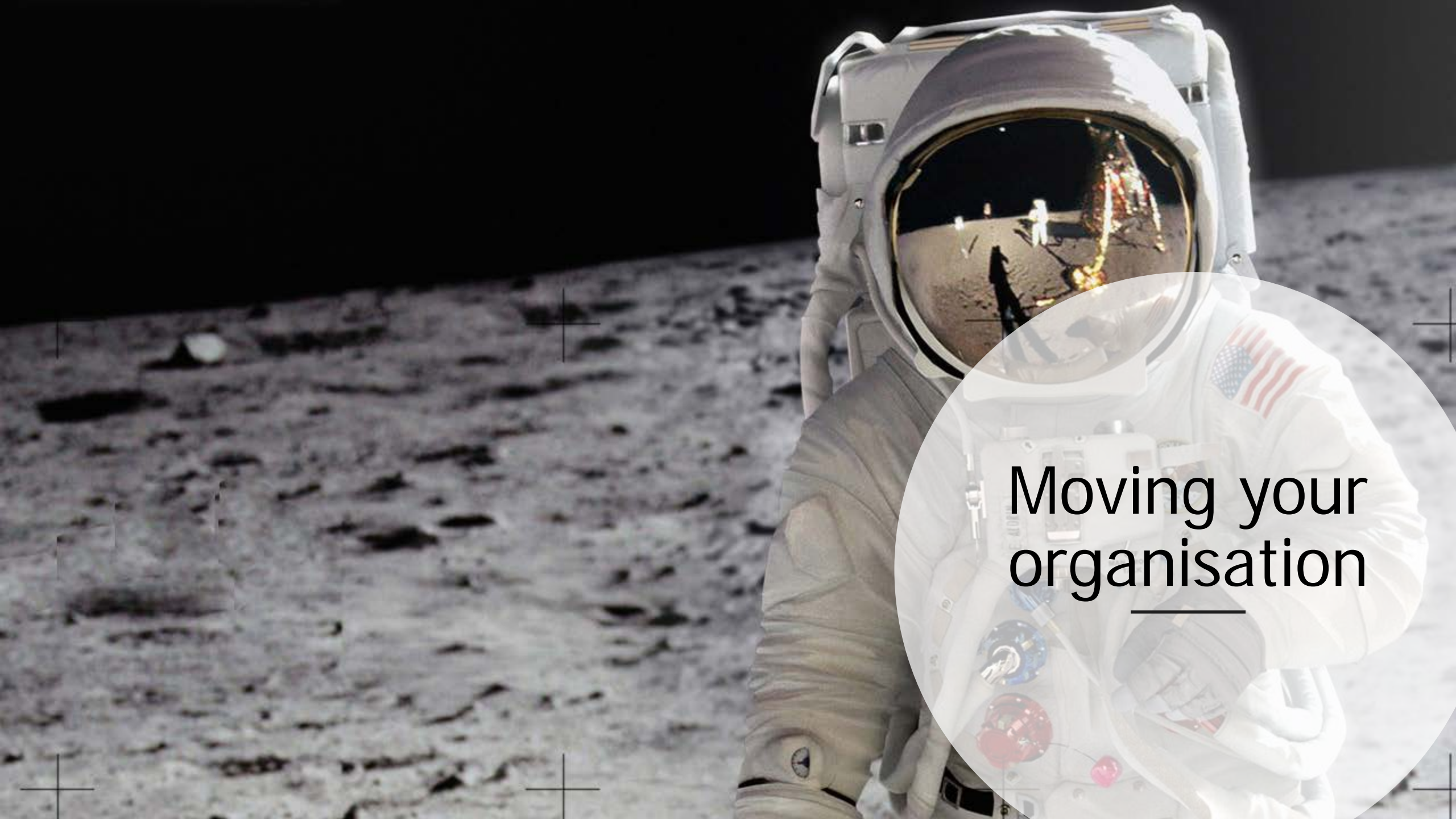


# Impact



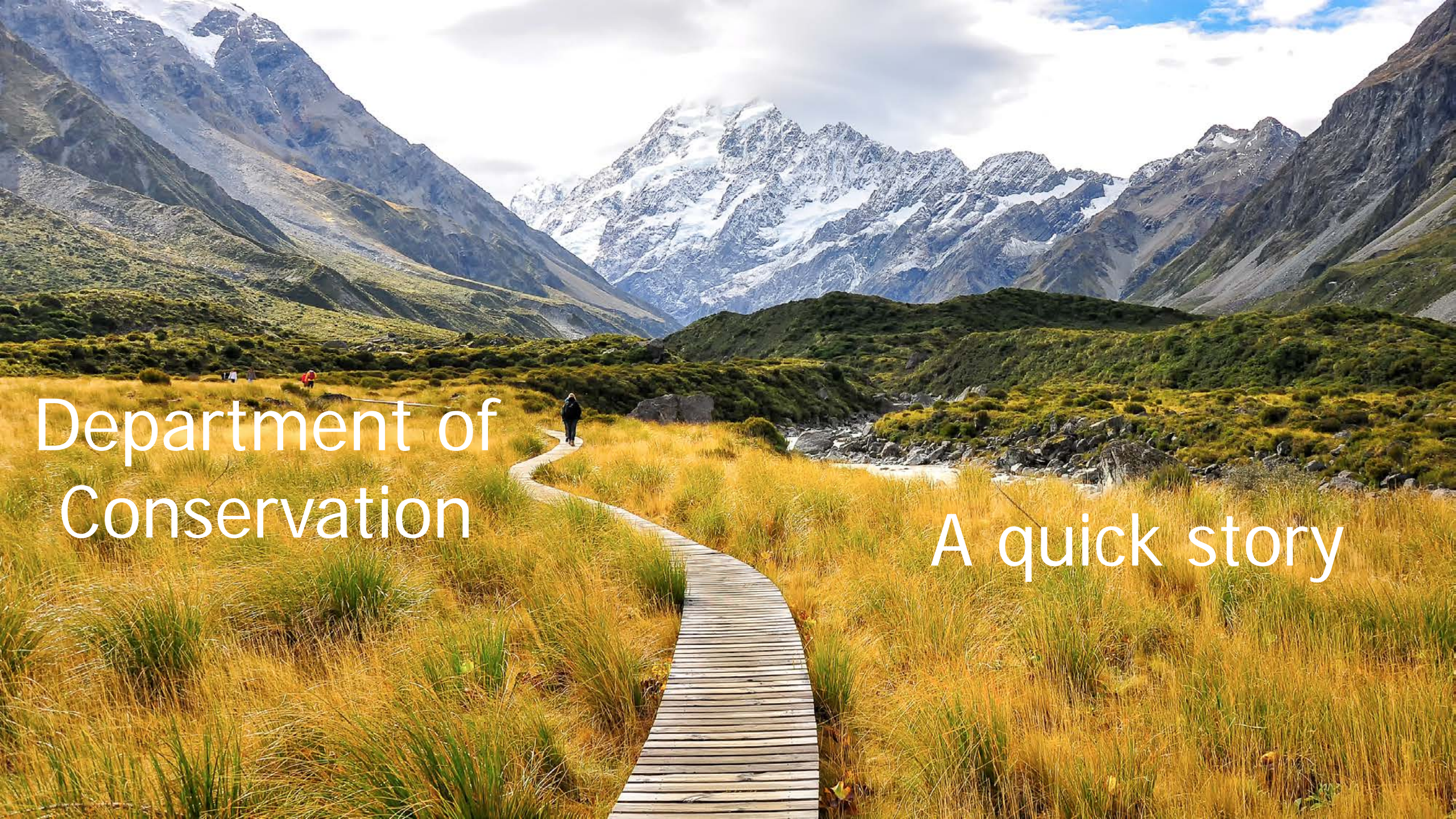
Brand Presence  
Strategic priorities  
Trust and confidence  
Community participation  
Community capability  
Decision alignment

As an intervention the overall impact of P2 is only one of the interventions that impact on the organizational outcomes



Moving your  
organisation

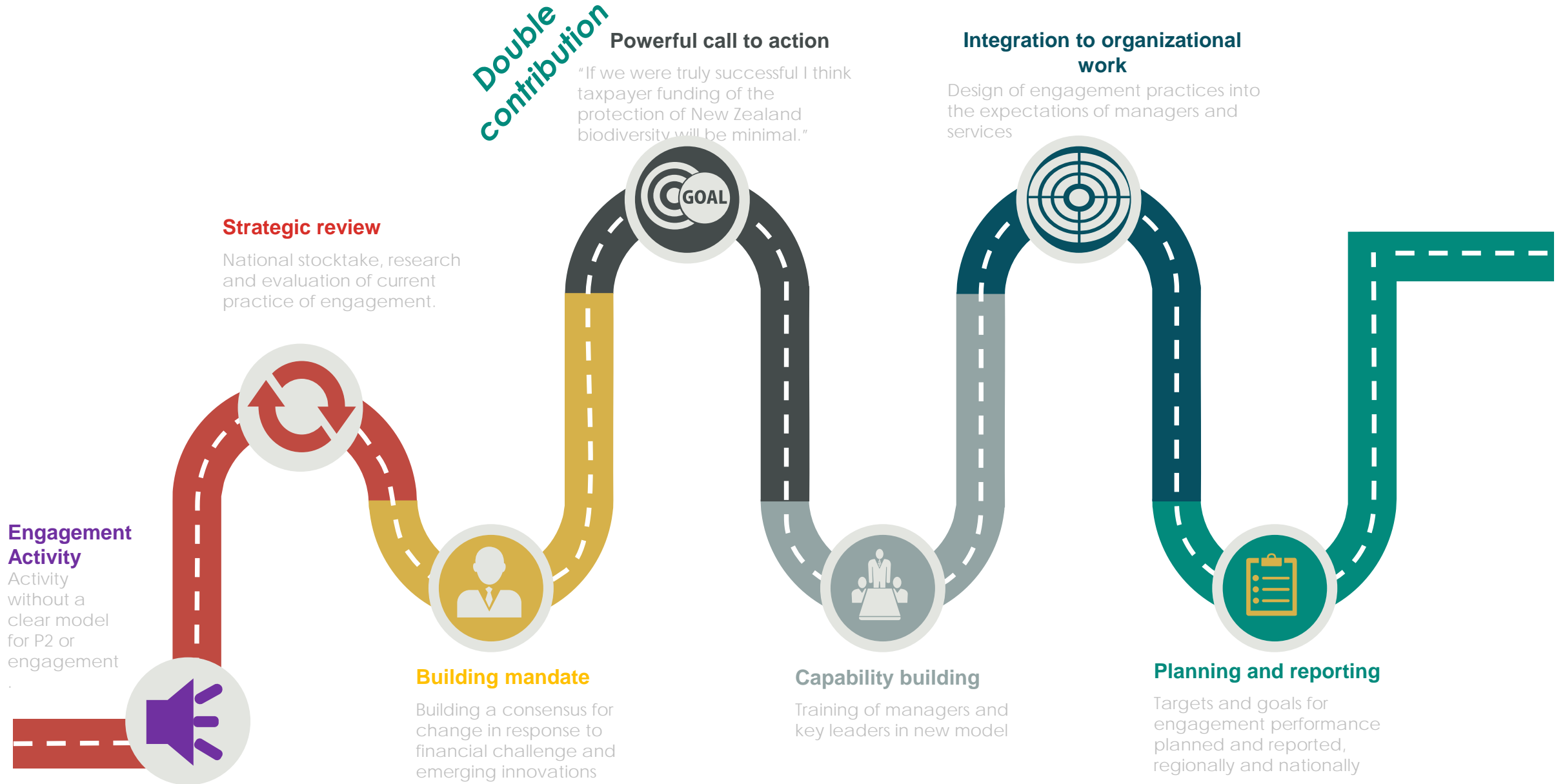
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Department of  
Conservation

A quick story

# Conservation Engagement **DEVELOPMENT PATH**



**Measure, assess,  
debrief, report**

**Flip our focus from  
practice to portfolio  
and impact**

Date \_\_\_\_\_  
**Engage leaders  
on impact and  
strategic intent**

**It's time!**

**Focus on value  
not cost and risk**

**Find some friends**

**Create a portfolio plan and mark the journey**

**Summary**

The presentation

A summary infographic

A story

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# Your giveaways

2

## WORK YOUR CHAMPIONS

Engage your champions to encourage and support the practice of others

3

## ENGAGE LEADERS ON P2 IMPACT

Stretch as high as you can go and facilitate P2 value conversations.

4

## LOVE YOUR NUMBERS

Measure and debrief of your practice across the organization.

## BUILD THE PLATFORM

Create a plan to build your P2 infrastructure, systems, policy and tools.

## FOCUS ON IMPACT

Identify what success will look like with your leaders

CANARY

A vibrant green tree frog with large, prominent red eyes and bright orange feet is perched on a dark, textured log. The frog is holding a large, hollow, orange, cup-like structure in its mouth. The background is a dark, blurred green.

I'm sticking around

Tell me how you are going



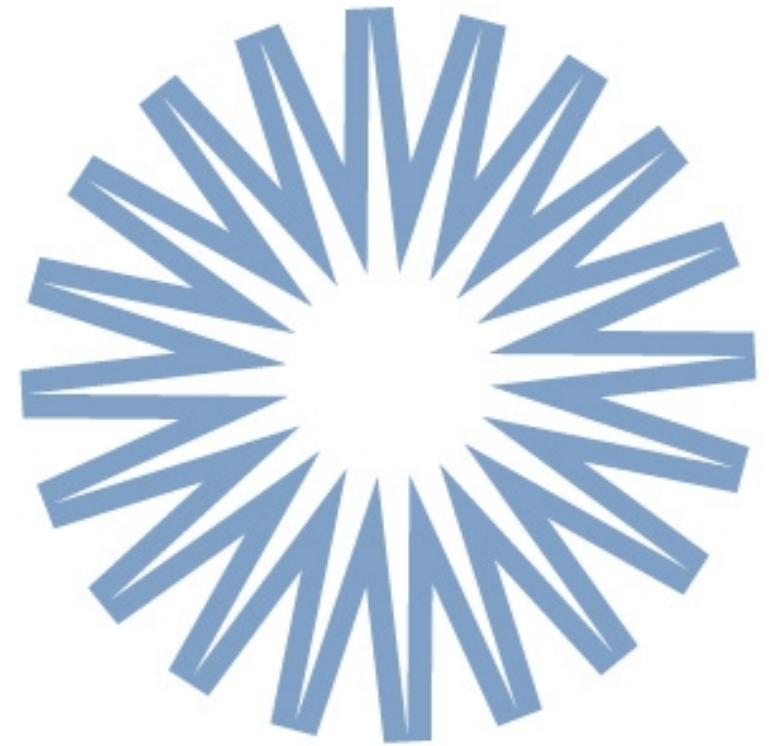
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