



Stakeholder Engagement & Communications

An organization's connection with its stakeholders is not a given; it's earned.

Honest, empathic dialogue, targeted messaging, and early preparation: these are the elements of effective stakeholder engagement. If your organization doesn't understand your stakeholders' motivations and concerns and isn't intentionally creating connections, you'll struggle to harness the power that fully engaged stakeholders can offer. An ad-hoc approach can turn your stakeholders into just "people you communicate with," rather than the driving force for change that they could be.

At Wheelhouse Group, we know that an organization's connection with its stakeholders is not a given; it's earned. Effective and authentic stakeholder engagement and communication is therefore not just important, it's essential.

In critical moments, how are you communicating with your stakeholders?

- Is it building enthusiasm for change?
- Are your messages resonating?
- Why or why not?
- And what are the stakes if they don't?

Imagine a partner who works with you to create intentional, meaningful stakeholder engagement strategies designed for impact. That's exactly what we do at Wheelhouse Group. We pair winning outreach and relationship building strategies with our **proprietary approaches** such as *The Method and the Magic* written by our founders, and actionable programming designed to bring compelling messaging to your stakeholders. We identify – or we create – channels and forums that engage and motivate teams. And our clients benefit from our collaborations.

What We Believe

Our team of expert consultants delivers innovative, lasting stakeholder engagement and communications programs. We're grounded in the belief that:

- ▶ Enthusiastic people working together create lasting, positive change.
- ▶ Stakeholder engagement and communications speeds delivery of new technology and processes and is essential to delivering complex programs that achieve the desired return on investment.
- ▶ Effective stakeholder engagement increases employee morale and productivity.
- ▶ Disengaged, unprepared stakeholders are the reason most transformations fail.

How We Work

Wheelhouse Group clients say working with us is easy. We serve as an extension of your team, helping you manage and deliver on internal strategic priorities. We work efficiently and effectively, demonstrating a clear purpose and value. We ensure there is both near-term and long-term enthusiasm for the change initiatives on which we communicate. We work creatively to align people, actions, and results, driving both buy-in and adoption and building on decades of experience in successful stakeholder communications.

We move organizations from reluctance to results™.

Who We Are

We're seasoned, senior-level consultants who are both strategists and doers. We help organizations and their people navigate, thrive and excel at change.

What We Do: Organizational Change Management, Stakeholder Engagement & Communications, Workforce Transformation, and Business Optimization

Where We Focus: Technology Adoption, DevOps Culture Building, Delivering CX, Cloud Adoption, Cybersecurity Mindset, and Artificial Intelligence Integration



Recent Impact



When the **Internal Revenue Service (IRS)** needed a partner to drive internal adoption of technology initiatives such as DevOps and Office 365, they chose Wheelhouse Group to execute smart, integrated stakeholder communication efforts designed to reach all of their employee end users. Our team developed the strategy and today performs the technical execution, working closely with IRS leadership.



The **Department of Justice (DOJ)** Executive Office for Immigration Review (EOIR) sought to implement a web-based case management system, phasing out paper-based processes. They knew stakeholder communications would be key to the success of the implementation. The Wheelhouse Group team currently works with the Office of Information Technology to design an integrated communications plan that ensures all stakeholders fully adopt and embrace the new online system.

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Founded in 2003, Wheelhouse Group is an SBA-certified woman-owned small business (WOSB).

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