



**Cunningham
Partners**

Connecting People to Project

The Integrated Engagement Delivery Methodology (IEDM)

**The best projects are shaped
not by individuals,
but by connected teams.**



No one person holds every answer. Connected teams bring together the knowledge, perspectives and understanding that make projects stronger.

ENGAGEMENT IS ONLY PART OF THE STORY

The Integrated Engagement Delivery Methodology (IEDM) was developed to connect stakeholder and community engagement more closely with project delivery.

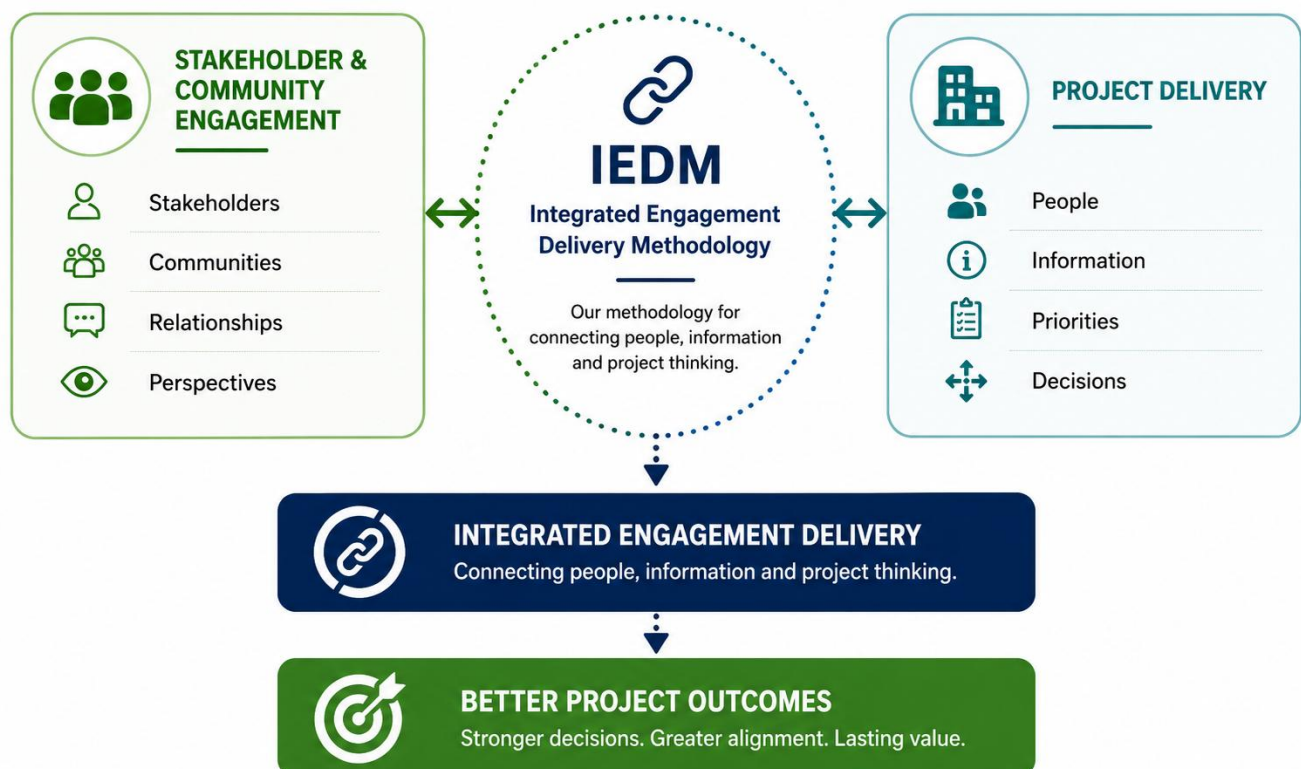
Grounded in practical experience within complex project environments, the IEDM recognises that effective engagement requires more than understanding stakeholders and communities. It requires an understanding of the project itself — its people, priorities, pressures, information and decisions — and how these interact with the communities and stakeholders around it.

The IEDM provides a consistent, **integrated approach** to this way of working. It gives our practitioners a shared methodology for connecting people, project teams and information, alongside the experience, professional judgement and interpersonal skills that effective engagement demands.

This combination builds stronger **Project Intelligence**, helps **identify emerging risks and opportunities**, reduces **project friction** and brings stakeholder and community perspectives into project thinking and decision-making.

At its core, the IEDM has a simple purpose: to strengthen projects by connecting the people, information and perspectives that shape them.

THE IEDM CONNECTS THE GAP



Connecting people, information and perspectives across the project environment creates stronger project understanding, supports better decisions and enables more effective delivery.

UNDERSTANDING THE IEDM

The Integrated Engagement Delivery Methodology turns the principle of connected engagement into a practical approach to project delivery.

Its interconnected elements help engagement practitioners understand the project environment, connect information and perspectives, identify what matters and bring stakeholder and community understanding into the broader project.



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Good engagement understands people.

Integrated engagement understands how people and projects connect.

”

A CONNECTED METHODOLOGY

The IEDM is not a linear process or a prescribed sequence of steps. Its elements are interconnected, working together as the project environment changes and new information, perspectives, risks and opportunities emerge.

How the methodology is applied will vary from project to project. This allows practitioners to respond to the circumstances in front of them while maintaining a consistent approach to integrated engagement delivery.



THE IEDM IN PRACTICE

The six elements of the IEDM work together to help practitioners understand the project environment, connect what matters and apply engagement in a way that supports the broader project.

PROJECT PURPOSE

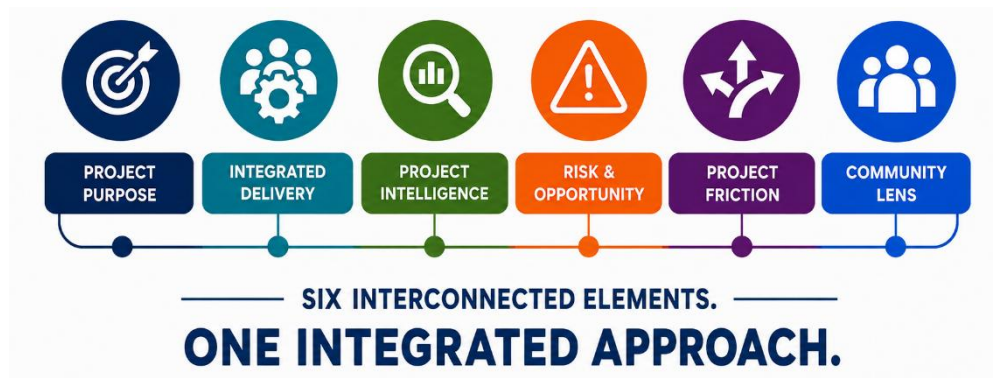
Keeping sight of the 'why'.

Understanding why the project exists, what it is intended to achieve and who it is intended to benefit helps keep engagement focused on what matters.

INTEGRATED DELIVERY

Connecting engagement with the project.

Engagement practitioners work as an integrated part of the project team, connecting with technical disciplines and information to support coordinated delivery.



PROJECT INTELLIGENCE

Turning information into understanding.

Information from across the project and stakeholder environment is connected and interpreted to build a clearer picture of what is happening, what matters and why.

RISK & OPPORTUNITY

Looking ahead.

Emerging issues are identified and understood early, helping project teams respond to risk while recognising opportunities to strengthen relationships, delivery and project outcomes.

PROJECT FRICTION

Understanding what gets in the way.

Project friction can arise from issues, disconnects and competing expectations. Understanding the cause helps identify where engagement can help maintain momentum.

COMMUNITY LENS

Keeping people visible in project thinking.

Stakeholder and community perspectives are brought into project thinking, helping teams understand how decisions and delivery may be experienced beyond the project itself.

THE VALUE OF THE IEDM

The IEDM strengthens the contribution engagement teams can make to project delivery. By connecting people, information and perspectives across the project environment, it helps practitioners see more, understand issues earlier and contribute where engagement can make a difference.



“
**Better engagement
isn't about doing more —
it's about being better connected**
to the project and contributing where it matters.
”

EARLIER INSIGHT

Connecting information and perspectives helps emerging issues, risks and opportunities become visible earlier, giving project teams greater awareness of changing circumstances and more time to consider an appropriate response.

INFORMED DECISIONS

A clearer understanding of what is happening and what matters provides stronger insight to support project decision-making, bringing relevant stakeholder, community and project perspectives into consideration when decisions are made.

PROACTIVE ISSUE MANAGEMENT

Understanding the causes of issues and disconnects helps project teams identify what can be addressed and act before problems unnecessarily affect delivery, relationships or confidence in the project.

STRONGER STAKEHOLDER RELATIONSHIPS

Keeping stakeholder and community perspectives visible supports better understanding, stronger relationships and more considered project responses, helping teams remain aware of how project decisions and activities may affect people.

GREATER PROJECT CONNECTION

Integrated engagement helps information and understanding move between stakeholders, engagement practitioners and the broader project team, creating stronger connections between what is happening within the project and beyond it.

PROJECT MOMENTUM

Earlier insight, stronger connections and informed responses help resolve issues, manage emerging challenges and keep projects moving, reducing the potential for avoidable issues to become barriers to delivery.

Our engagement practice is guided by the internationally recognised principles of IAP2, providing a strong foundation for effective public participation through established principles and approaches that help practitioners plan and undertake meaningful engagement with stakeholders and communities.



Alongside this, the IEDM connects engagement with the broader project delivery environment. It brings stakeholder and community perspectives together with project teams, information and decision-making, helping practitioners understand not only the people affected by a project, but the wider context in which engagement takes place.

Importantly, the IEDM is an independent methodology. It can be applied alongside IAP2, other established engagement approaches or an organisation's own engagement practices, providing a methodology for applying engagement capability across the broader project environment and strengthening its contribution to project thinking, decision-making and delivery.

Flexible in its application, consistent in its purpose — the IEDM strengthens the connection between engagement and project delivery.



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