

COMMUNICATION AND ENGAGEMENT



Arke Ltd



Thank you
for your interest in
Arke – how can
we help **you**?

We simplify complexity to enable better strategic decisions.

Arke is a small independent SME consultancy based in Wiltshire. We provide our clients with independent and objective Research, Strategic Analysis & Decision Support services. Whether it's with strategic, complex, novel technology options or tough organisational challenges, we help you to make the right decisions.

Our mission is to make a difference – to our clients, our community and each other. We pride ourselves on delivering outstanding analysis expertise for our clients. We instil our values of being collaborative, innovative and agile in all our projects. This underpins our approach of working in partnership with our clients to fully understand all challenges and to determine how we can provide high quality, pragmatic, tailored, sustainable solutions.

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ABOUT US

We understand the benefit of experience, creativity and new ways of thinking.

Our highly professional team consists of people at all stages of careers from graduates through to recognised industry experts. This ensures we create teams that provide our clients with the right blend of knowledge and experience, innovation and challenging thinking.

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OUR TEAM



We made our reputation providing cost engineering and evidence-based decision support across Defence. As we have grown, we have expanded to support our clients across the public and private sectors with our **Cost, Decision Support, P3M, Business Analysis, Modelling and Simulation, Technology Design, Sustainability, Futures and Stakeholder Communications** services.

We work for UK and overseas public and private sector organisations. We have considerable experience of working with all tiers of Government departments and agencies, enabling our clients to get the best from novel and disruptive technology, maximising the value of research and better understanding barriers to change.

We have assessed options for satellite communications capability and technology. We have provided cost and benefits analysis delivering digital business and capability change in open systems architectures, communications systems and technologies. We have provided planning and analysis services for the development of novel technology concepts such as adoption of networked architectures, Edge processing and AI.

Our demonstrable track record of delivering responsive and innovative cloud and digital projects across our service catalogue has ensured we are a trusted supplier that offers high value for money for our clients.



If you need help to understand your challenges, assess your options and provide you with all the evidence you need to make the right decisions, please get in touch.

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AN OVERVIEW OF OUR SERVICE

Effective stakeholder engagement, with a diverse range of stakeholders, is essential in complex programmes and projects in order to build trust, build effective collaborative relationships, learn about challenges and constraints, understand risks and opportunities and support time-effective decision making.

Arke's experience for Communications and Engagement is founded in best-practice Research Design processes; using a variety of communication and engagement approaches and partnered with an expertise in systems thinking, particularly where this reflects a complex network of people, processes and technology.

Our tailored service provides a comprehensive approach to guide your initiatives. We typically develop a communications and engagement strategy to meet the complete needs of the project then tailor our approach using various tools and techniques to ensure you have a pragmatic, impactful effective solution.

We specialise in working within highly regulated industries and complex organisations, which in combination attract a large number of interdependencies between their teams and stakeholders. Our experience is often focused on new and disruptive technologies, from large complex assets to fast paced technologies and software, including Cloud technology – often in combination. We provide this support across government and particularly to Defence and the Home Office.



Our service offerings include:

- **Communications and Engagement Planning** to meet communication objectives.
- **Workshop** design, delivery and facilitation to develop insight, generate concepts and aid decision making.
- **Judgement Panel** design, delivery and analysis to gather assessments from an invited panel of experts.
- **Survey** design, delivery and analysis to collect data from a target population.
- **SME interviews** (structured / semi-structured) to collect data from invited SMEs.
- **Engagement methods** such as rich pictures, causal mapping and wargaming to capture perspectives, insights and chosen actions.

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We work with you to understand your goals and design and deliver a uniquely tailored solution that provides you with the outputs and benefits you need to achieve them.

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Recent examples include:

Delivery as a Service Analysis:

A service provision delivery approach was identified as having potential to deliver reduced cost and increased speed of access. To influence senior stakeholders by clearly highlighting potential advantages, we developed a causal map representing hypotheses around the potential impacts this could have. We undertook structured engagement with a wide variety of stakeholders (e.g. technology providers, user, commercial and research communities) to validate and score the relationships. This used structured SME interviews, surveying and formal engagement workshops. This study has been used to inform the direction of NATO research.

Research Focus:

A wide-ranging logistics research activity was being conducted for a government department to identify generation after next technology that could realise a step change in benefits. A showcase event was held in which senior stakeholders could engage with the work. To support this, we developed Rich Pictures and Causal Maps to highlight logistics challenges associated with future technology and ways of operating (in ~2040). These various visualisation tools enabled tailored communication to a diverse community including effective engagement and influence over senior executives.

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OUR SERVICE IN DETAIL

Workshop Design and Delivery

We have a wealth of experience in the design and delivery of in-person, digital and hybrid workshops. Our workshops are designed to be engaging, interactive and bring together a diverse community to create compelling outcomes and engaging outputs.

This can be used typically to support the following examples:

- Research synthesis and insight development
- Challenge framing
- Concept ideation and development
- Future worlds / scenario development
- Wargaming scenario testing ('Red teaming')
- Strategic and Technology road-mapping
- Prioritisation / decision conferences
- Project retrospectives / improvement events
- Systems mapping
- Process mapping
- Team building

We work with our client to define the scope of the workshop(s) and develop an approach to supporting research, generation of materials, organising logistics, identifying attendees, designing workshop flow, facilitating and delivering the workshop and preparing all emerging content.

This provides an important and valuable way of sharing information, generating new insights, creating tangible outputs and catalysing decision making needed to drive change.

Comms & Engagement Planning

A communications and engagement plan describes who you need to engage with, how and when to do it. It is a plan to drive the schedule of communications activity to meet the intended objectives and the communications strategy.

To inform the strategy and the plan, we conduct market surveys / research and use target audience insight. This ensures that the messaging and communications channels will meet the communication objectives, are tailored to the intended audience and ensure a coherent link between the objectives and the delivery and evaluation methods.

Our structured and systematic approach ensures that the communications meet objectives, with defined measures of success. Effective communications, with key and influential stakeholder groups, is a key element to contribute to change objectives or to meet organisational or project aims.

Facilitation

Effective facilitation, which includes identifying and solving problems, handling conflict and guiding and encouraging an effective group dynamic, is essential for you to make the most out of your engagement activities.

Our Facilitation service enables all to have a voice by designing engagement events to support different communication styles – we underpin the design by generating clear rules of engagement including encouragement of constructive challenge. To encourage idea sharing, we have a variety of methods including story boarding, post-it notes, ideas by association, empathy mapping, observing users/interviews, use cases, prototyping, user-centred design, wargaming, anonymity tools (as examples).

Through our effective facilitation we generate insights efficiently and effectively, identify areas for innovation and improvement and support your team building.





Wargaming

We understand that testing ideas/strategies/changes and their implications can be challenging. This is especially true when there are many moving parts, people, conflict and aspects to a system.

Wargaming gives our clients the opportunity to put its people at the heart of analysis: immersing players in a scenario that allows them to try out ideas and learn from the decisions they make.

A wargame provides players and analysts with a way to test, assess and learn about new ideas/strategies/changes. Our teams design, facilitate and support analysis of wargame events. When organisations consider new technologies, we find that wargames allow unforeseen problems and opportunities to be identified early when they otherwise would not be.

Our wargaming activities typically feature:

- Immersivity
- Adversarial testing
- People focussed
- Exploration of issues with experts
- Human in the loop simulation

This provides you with:

- Challenging test of plans, concepts and ideas
- Identify unforeseen consequences
- Pace
- Experience making decisions
- No 'black box' analysis

Change 'unknown unknowns' to 'known unknowns' or more.

Rich Pictures

Arke has extensive experience in the use of rich pictures and visualisations to support project delivery. We generate Rich Pictures to illustrate your interrelated relationships. This typically represents a hand-drawn set of components and interactions across a complex system involving people, processes, equipment, infrastructure and challenges as examples.

This method provides you with a structured way of reflecting a variety of views while generating a consistency in understanding and is a particularly effective method to use when you have a diverse group of stakeholders to engage with.

This provides your projects with a tool to reduce risk in divergence, updating your stakeholders on the latest information quickly, reducing the risk of inconsistency in overall aims.

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SME Interviews

SME interviews are a cornerstone of Arke's research capability. The design, delivery, analysis and reporting of SME interviews is a method we use to ask questions that encourage participants to share their experiences, opinions and perspectives on a particular topic. We are often tasked with rapidly understanding and assessing a technology area and then understanding its implications for our clients so identifying and effectively engaging SMEs within and beyond our network is vital.

Our interviews can be structured; semi-structured or unstructured and can be conducted following a planning stage, in response to certain research questions as well as being more explorative to inform the development of research questions. This method provides raw data and information, which we transcribe and further analyse using appropriate quantitative or qualitative techniques (theming or coding) to gain further insights or to develop theories to inform the research question.

To conduct interviews, we ensure that our interviewers are trained and prepared; we build rapport with the SME; we use active listening, as well as gaining permission on the intended use and reporting of any responses.

SME interviews provide our clients with valuable SME insights, which can inform decision making, often in combination with other data sources.

Causal mapping

Causal Mapping involves interacting with stakeholders and existing research to generate a representation of a complex system or problem space. It considers not just technical components of the system but the interaction between wider components such as human factors, policy and, financial aspects, etc. The resulting Causal Map gives a graphic representation of the system and can be used for further analysis or as a means of efficient communication between stakeholders.

Our Causal Mapping process provides you with a deeper and more realistic understanding of the systems of which you are trying to implement or make changes. This enables you to make informed decisions, maximise positive outcomes, reduce the chance of unintended negative outcomes and effectively communicate your decisions to wider stakeholders.

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Judgment Panels

Panels represent a powerful means to get multiple different, objective perspectives on a subject area whilst also providing an effective mechanism to stimulate debate between SMEs and stakeholders. Our Judgement panels provide you with evidence-based qualitative or quantitative data from a group of experts. To deliver this, we plan a method to capture and analyse panel views. Typically we use techniques such as DELPHI, Analytical Hierarchy Process / Pairwise Comparison, Vote Discuss Revote (as examples).

This provides you with justifiable output data, providing a solid foundation for aspects such as benefits weightings, intervention prioritisation and refinement to project scope.

Survey Design, Delivery and Analysis

We use a range of surveying methods, with a variety of different audiences, to help you test and understand your system better or to gather insights to meet your project aims or change objectives. Typically this can be used to supplement workshops to add validation to the extrapolation of findings from a smaller group.

We design our survey approach to define or test that the scope and objectives are fully understood to ensure you get the best value from any activity. This includes making sure the research question is clear and agreed and the communications plan understood. As part of this, we undertake pilot survey testing and audience segmentation ensuring the best and most meaningful responses are obtained.

Following survey delivery, we analyse the responses including both quantitative data and qualitative answers, ensuring the richness of information obtained is fully utilised to meet your requirements. Finally we report back summary findings to survey participants, with agreed actions or next steps, to ensure they know how their contribution helped.

This approach provides you with the most insightful data and supports an engaged group of stakeholders.

To find out more about
how we can help you
please contact:

Jess Green, Director: jgreen@arkeltd.co.uk
And visit our website: www.arkeltd.co.uk

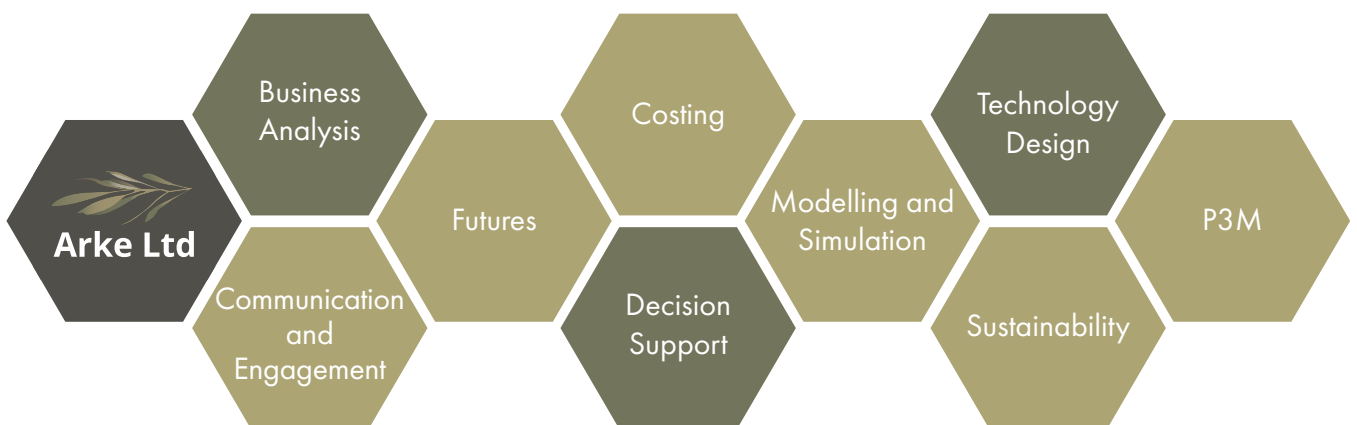
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Company Accreditations

We are ISO9001 and ISO14001 compliant. We hold Cyber Essentials + and hold a Silver Award in the Armed Forces Covenant Employer Recognition Scheme.

Social Value

We are committed to the creation of social value through all aspects of our operations. As members of the Arke family, all staff are invited to engage and be part in the creation of social value as an integral part of their working life. We aim to create positive value for our clients and our community in all we do.



Arke offers a range of services to help you make the right decisions
Details of all our services can be found by simply using the G-Cloud search facility.

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