people•smart
Inspire·Enable·Grow

Community Engagement and Collaboration: A Path to Thriving Partnerships

What if communities around operations worked in partnership and played an integral role in the support and success of your business?

Take a moment to consider your current community engagement efforts, stakeholder relations programs, and corporate social investment (CSI) initiatives:

1. **Are your initiatives reactive, isolated efforts that only emerge during crises?**
2. **Does your organization genuinely understand the needs of the community and work collaboratively with them to address these needs?**
3. **Is your stakeholder engagement strategy co-created in partnership with the communities you serve?**
4. **Are communities actively supporting your organization and contributing to its success?**

Communities are often seen through a lens of scarcity—focusing on what's wrong or lacking—rather than through a lens of possibility, partnership, and abundance. This deficit mindset can lead to frustration and destructive actions, such as road blockages, vandalism, or disruptions to businesses like mines or factories. Such conflicts breed distrust, power imbalances, and ultimately hurt jobs, profitability, and foreign direct investment.

There is another way. Imagine communities around your operations not just as observers, but as key partners contributing to the growth and success of your business. By fostering stable, supportive, and productive relationships, your organisation can build more resilient and impactful connections.

PeopleSmart has partnered with local and international experts in the community building space. Over the past 12 years, a unique and highly effective model of community engagement has been developed and successfully delivered in over 2000 communities across the country.

Our approach transforms businesses from being the sole benefactor to one of many stakeholders in a vibrant and thriving community. Through dialogue sessions, workshops, and mentorship, we help to:

Build trust and connection

Empower community members to focus on what they can control

Shift the narrative from problems to possibilities

Encourage ownership and leadership within the community

Identify and harness the gifts and talents within the community

Create structures to effectively utilize these talents