

ENGAGEMENT DESIGN



Participants

Barriers to engagement

Value in engagement

What will get in the way for participants?

What's it for them?

Participants can be identified specifically (e.g. A team of 10 people from ACME Ltd.) or described in general terms (e.g. A diverse group of stakeholders from local businesses within Morecambe).

1 Sharing

What relevant experience and knowledge can participants bring?
How could participants relate their work and interests to one another?

2 Exploration

How could participants explore ideas together?

3 Formation

How could you create together?
What form(s) could ideas take to make them concrete?

4 Action

How could you translate outcomes of the process into ongoing action?
What's next for the juice created by the engagement?

What success looks like

In your terms alone.