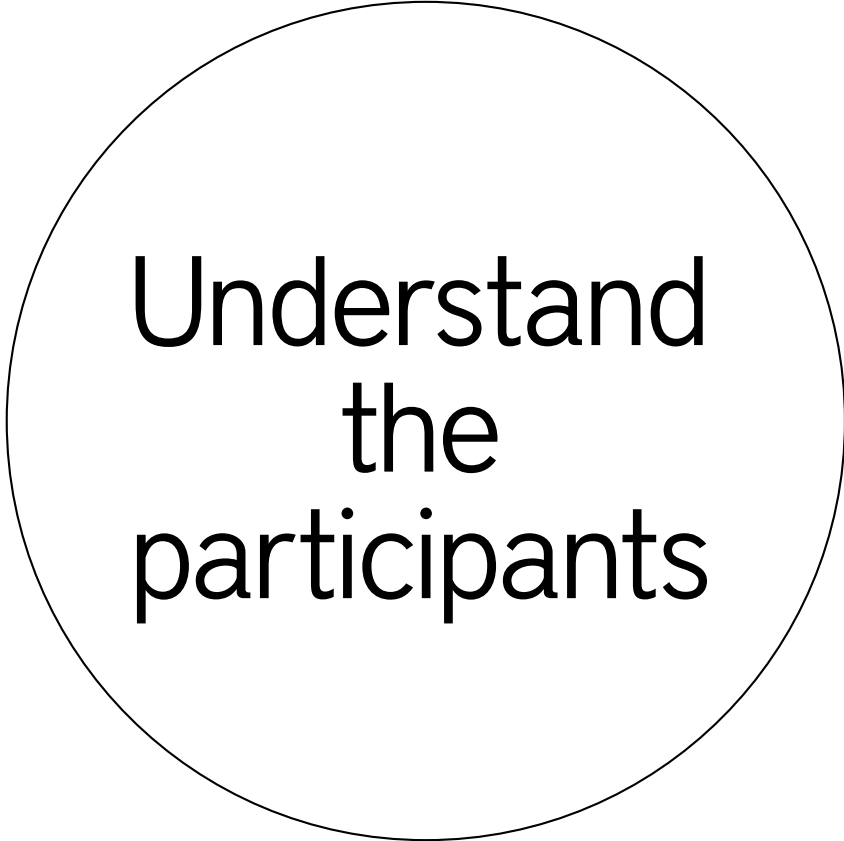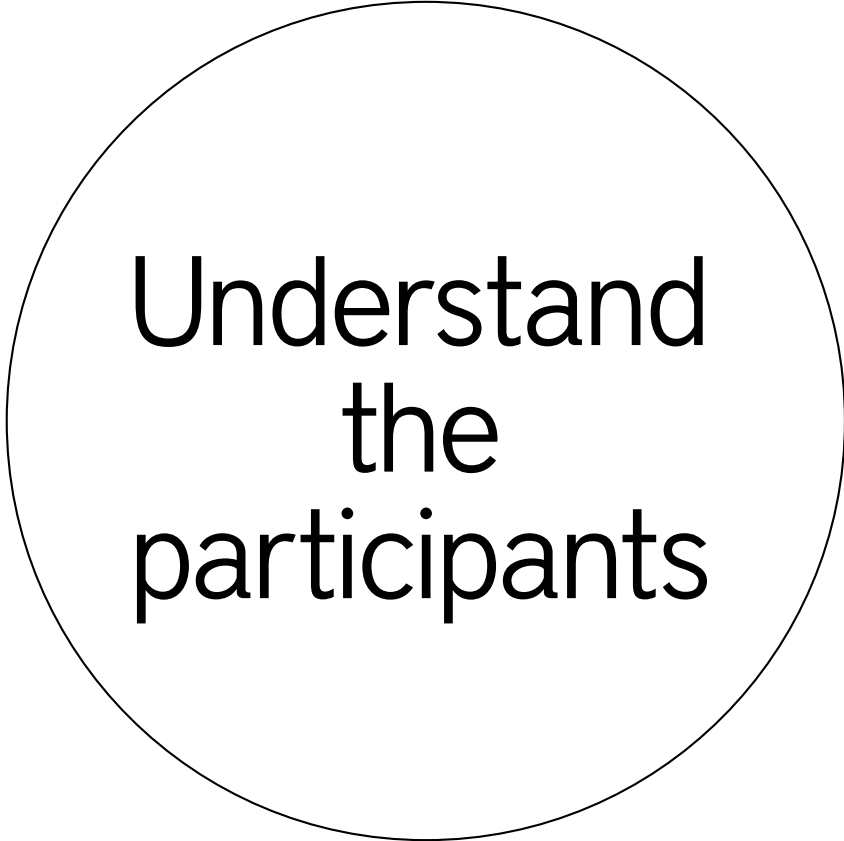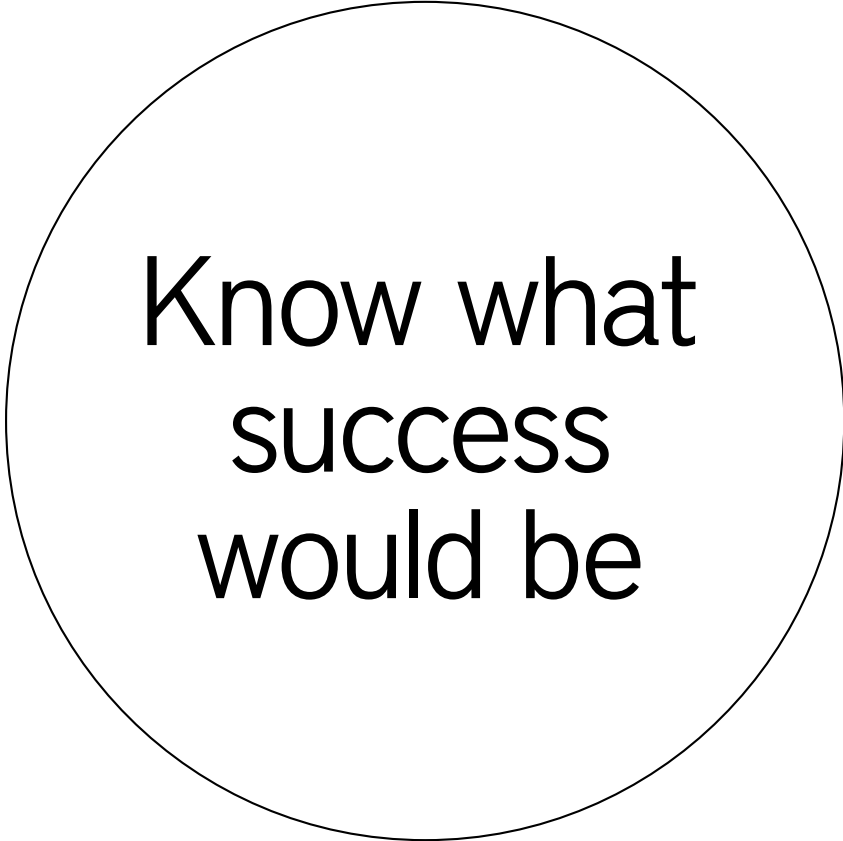# Designing Successful Engagements

Understand the participants

Understand the participants

Know what success would be

Understand the participants

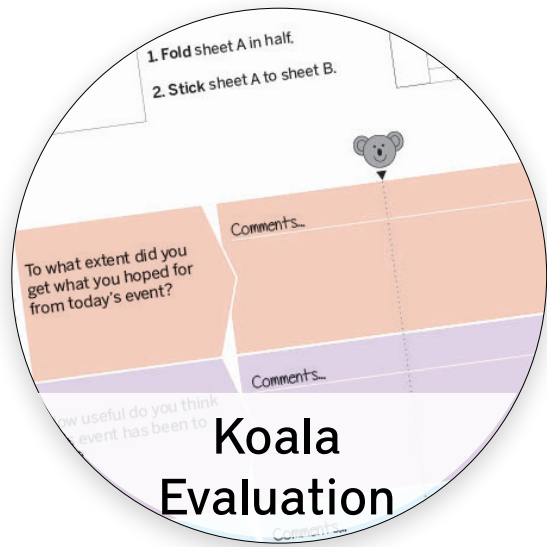Define the mechanisms

Know what success would be

Zoners

Hexagon Cards

Comments Map

Superheros

Koala Evaluation

Commenters

Giant Beach Ball

Meeting Action Points

Instant Slides

Giant Timeline

What's Your Motivation?

ENGAGEMENT DESIGN

IDEAS TO IMPACT

Participants

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).

Barriers to engagement

What will get in the way for participants?

Value in engagement

What's it for them?

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.

Imagine a possible engagement that would improve the impact of your work

ENGAGEMENT DESIGN

IDEAS IMPACT

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.

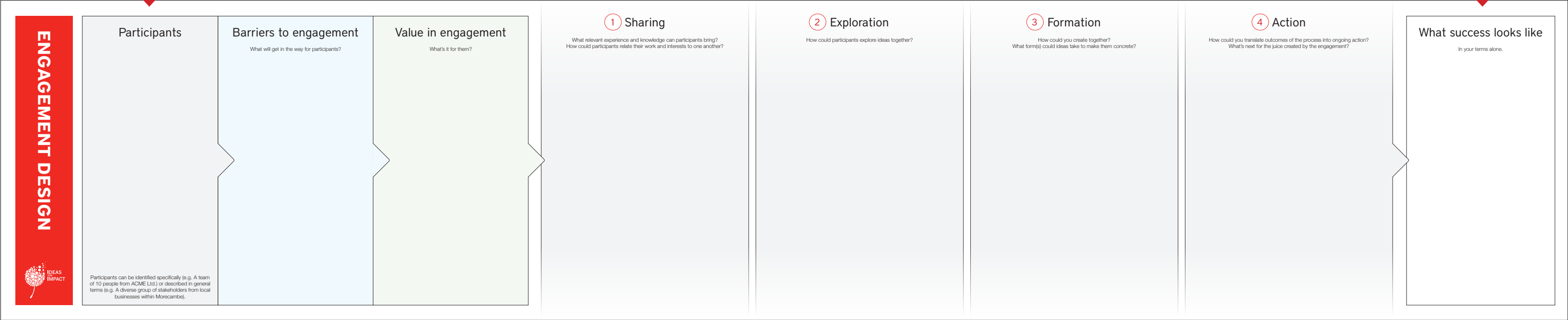This could be an event like a workshop, an online meet-up or even an art installation.

Define the participants
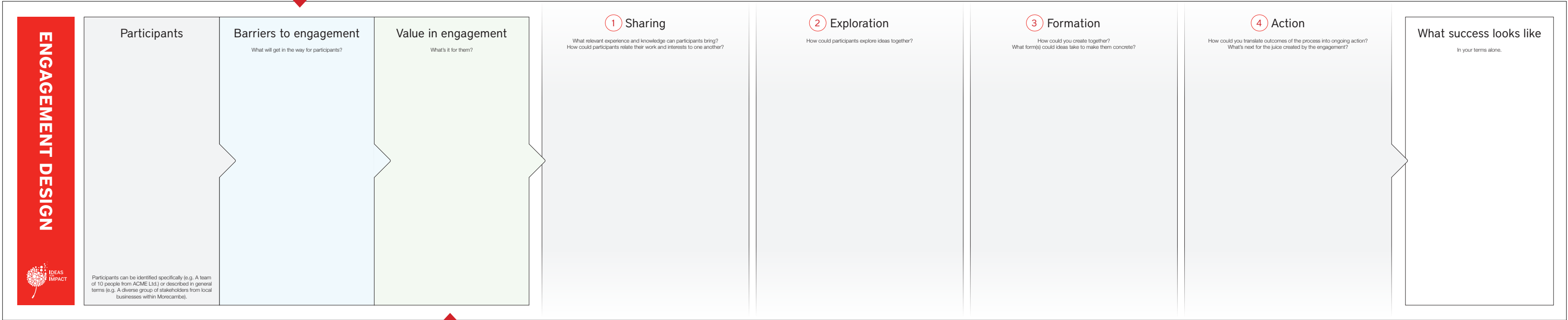
Individuals, roles, groups, organisations etc.

Define success in your terms

How should the world be different after the engagement?
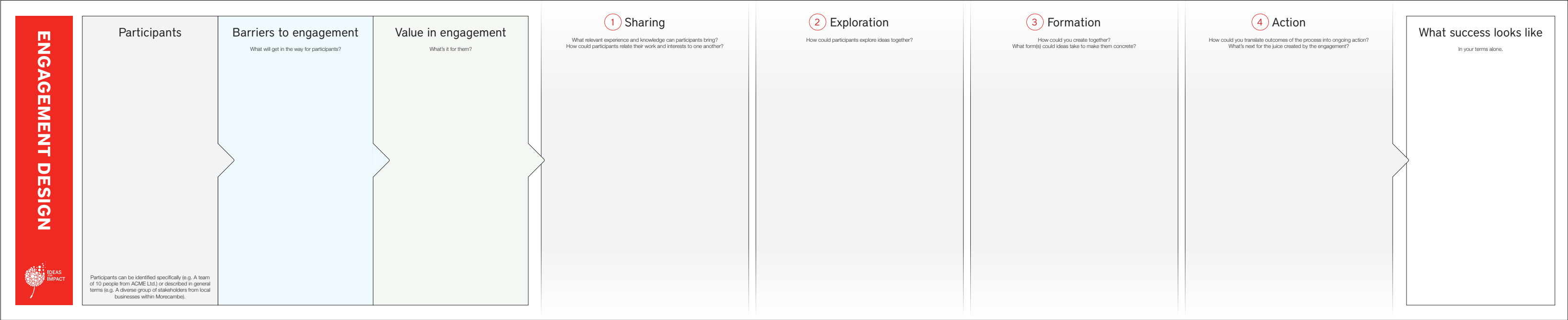
ENGAGEMENT DESIGN

Participants	Barriers to engagement	Value in engagement	① Sharing	② Exploration	③ Formation	④ Action	What success looks like
	What will get in the way for participants?	What's it for them?	What relevant experience and knowledge can participants bring? How could participants relate their work and interests to one another?	How could participants explore ideas together?	How could you create together? What form(s) could ideas take to make them concrete?	How could you translate outcomes of the process into ongoing action? What's next for the juice created by the engagement?	In your terms alone.

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).

IDEAS IMPACT

Define some barriers to participants engaging

Commonly things like time, language, values, power structures

↓

ENGAGEMENT DESIGN

Participants	Barriers to engagement	Value in engagement
	What will get in the way for participants?	What's it for them?

① Sharing
What relevant experience and knowledge can participants bring?
How could participants relate their work and interests to one another?

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How could participants explore ideas together?

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What success looks like
In your terms alone.

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).

IDEAS IMPACT

↑

Define some value that participants could derive from engaging

What can you offer to participants to draw them into an engagement?

Engagement Mechanisms

ENGAGEMENT DESIGN

Participants	Barriers to engagement	Value in engagement
	What will get in the way for participants?	What's it for them?

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What success looks like
In your terms alone.

(1)

Sharing

Using knowledge
and experience
that is common to
participants.

The intellectual
and social basis for
collaborative working.

1 Sharing

Using knowledge
and experience
that is common to
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The intellectual
and social basis for
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2 Exploration

Enabling participants
to work together to
explore new questions
or ideas.

Divergent; creating new
concepts, ideas and
perspectives unique to
the participant group.

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Using knowledge and experience that is common to participants.

The intellectual and social basis for collaborative working.

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3 Formation

Enabling participants to filter concepts, create consensus and compare discoveries.

Convergent; creating explicit, standalone outcomes that can be used beyond the engagement itself.

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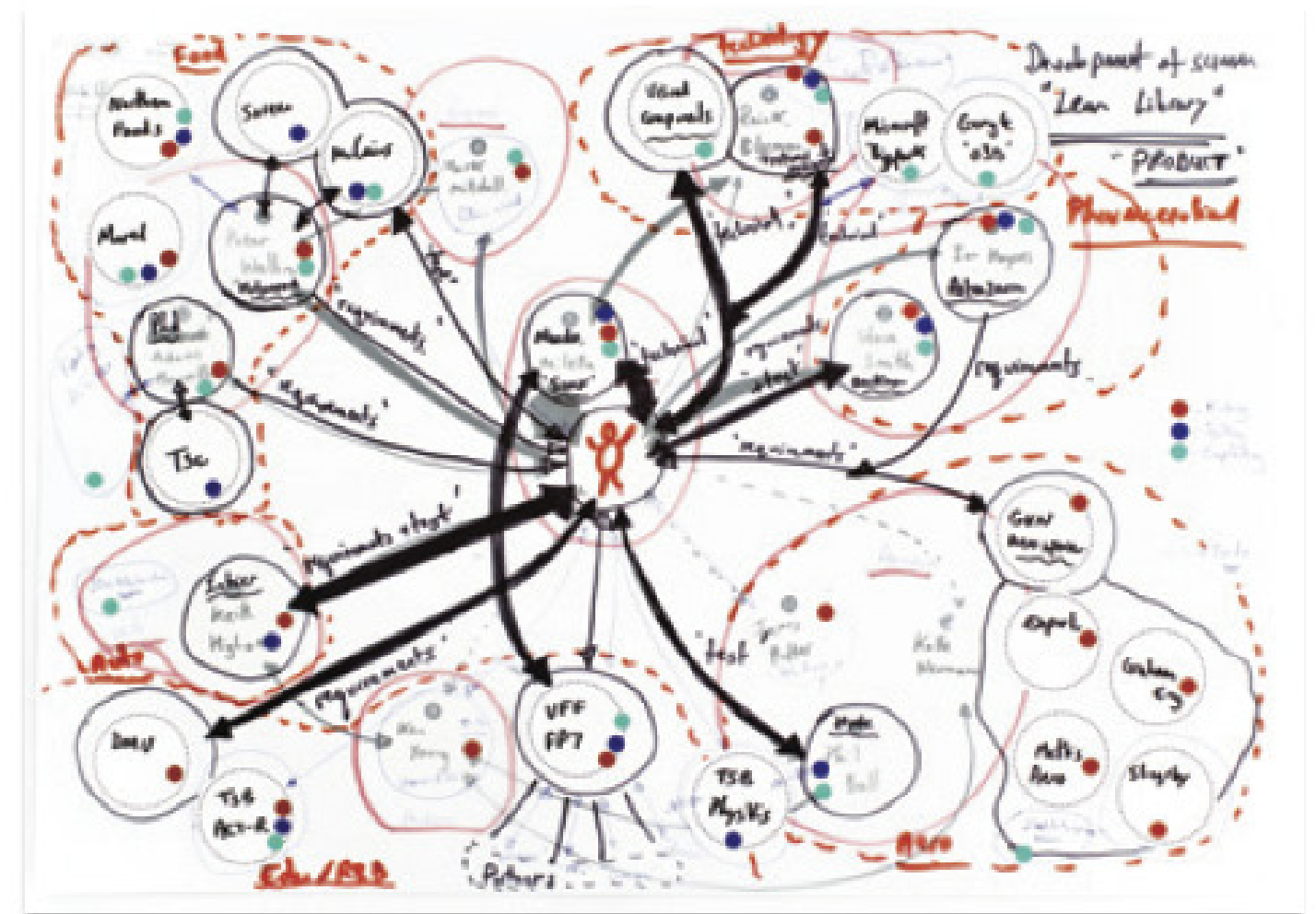
4 Action

Ensuring ongoing value from the work done by participants.

Building in longevity and impact to ensure all participants benefit from their contributions.

1 Sharing

Using knowledge and experience that is common to participants.

The intellectual and social basis for collaborative working.

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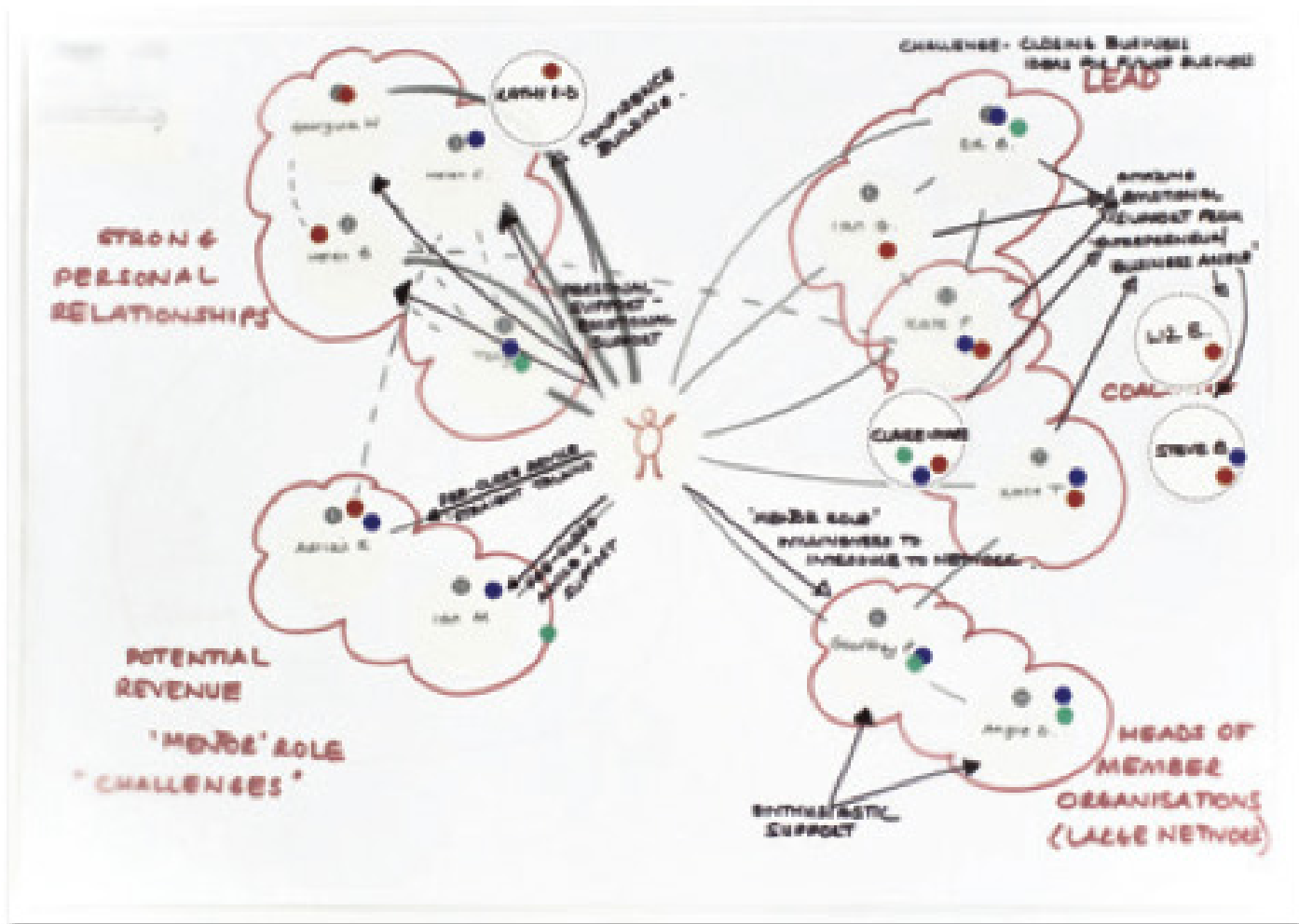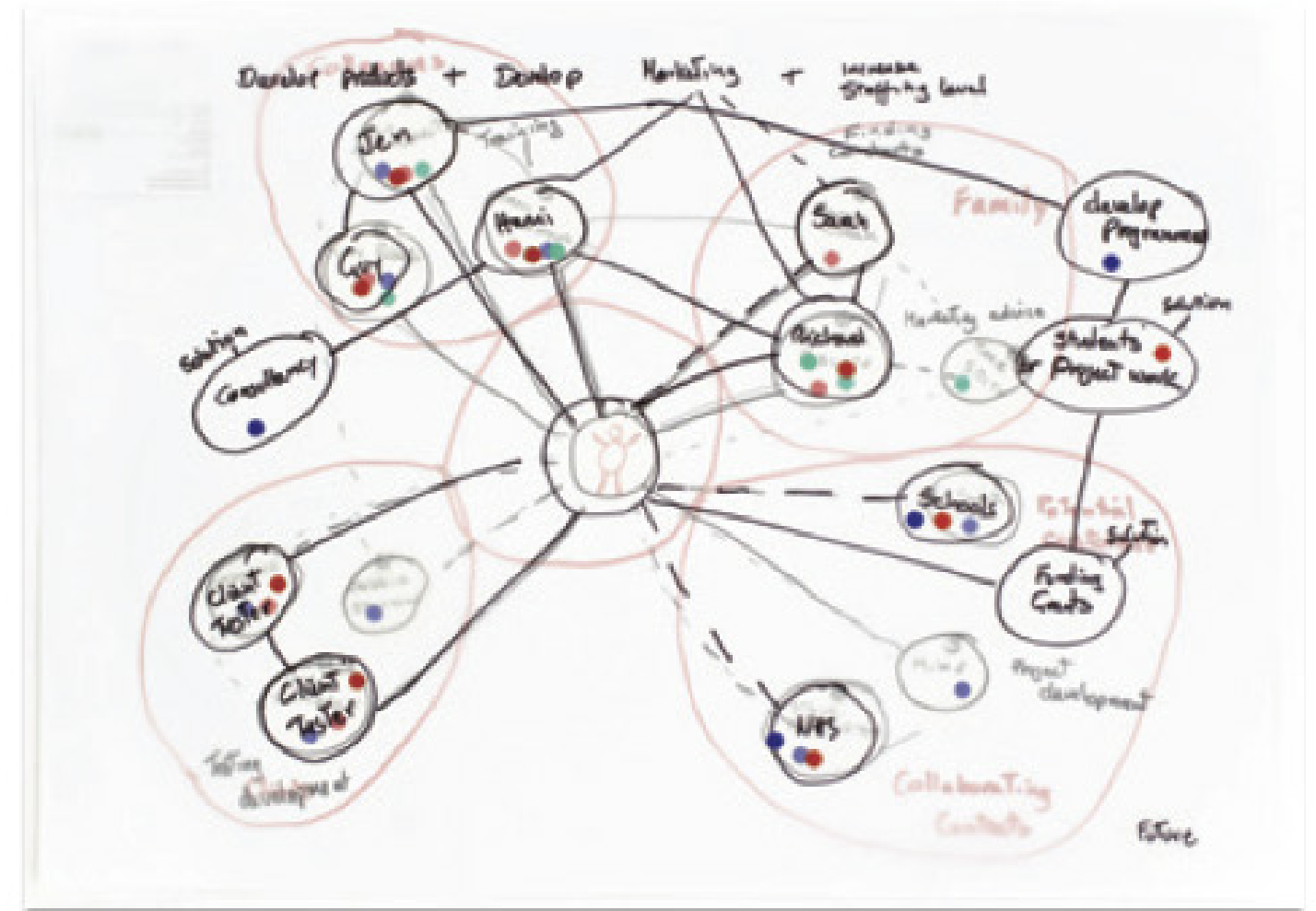Convergent; creating explicit, standalone outcomes that can be used beyond the engagement itself.
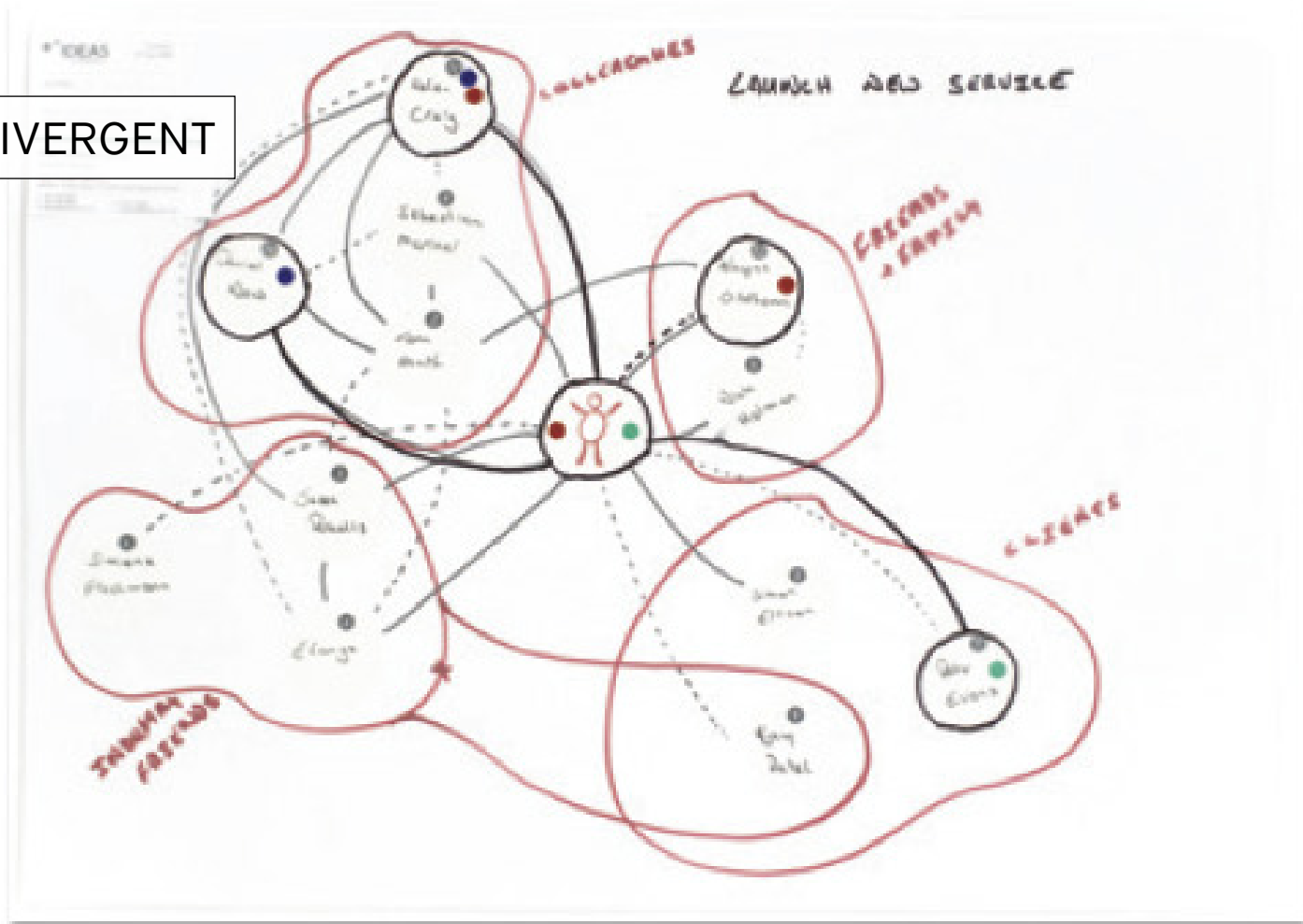
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Participants

Ian Forrester
5 word blog: geek, extroverted, social, serious Holiday and believer opensa

Drew Hemment
5 word blog: PRESSURE COOKER NETWORK EVENT MONKEY

Andrew Evans
5 word blog: Software Engineer Interactive TV Production.

Bruce Weir
5 word blog: Research Engineer 3D Rendering Live

Paul Coulton
5 word blog: GET EXCITED AND MAKE THINGS

Stephen Forshaw
5 word blog: HIGHWIRE STUDENT. WACKY IDEAS MAN! TODAY I'M A

Sam Chadwick
5 word blog: Strategic Partnerships for R&D & FM+T

Nigel Davies
5 word blog: Mobile and pervasive computer science.

Gareth Ford-Williams
5 word blog: Accessibility Specialist Connected Television Platforms

MIKE EVANS
5 word blog: engineer, accessibility, research, recovering academic

Gordon Blair
5 word blog: HIGHWIRE DIRECTOR/ DISTRIBUTED SYSTEMS RESEARCHER

Leon Cruickshank
5 word blog: DESIGNER INTERACTION CITIZEN ACESSABILITIES KNOWLEGE-EXCHANGE

Lorenz Herfurth
5 word blog: - DESIGN RESEARCH ASSOCIATE - LANCASTER UNIVERSITY

Mike Armstrong
5 word blog: mind technology impact engineering broadcasting

Rich Wood
5 word blog: I DRAW PICTURES @HIGHWIRE

Rachel Cooper
5 word blog: Design: Products people. Places. Services

Roger Whitham
5 word blog: DESIGNER AND VISUALISER FROM IMAGINATION

Maxine Glancy
5 word blog: DESIGN, BEHAVIOUR-SCIENCE, RESEARCH, NORTHERN, SEA

BBC

Landscape

Society, Technology and Culture
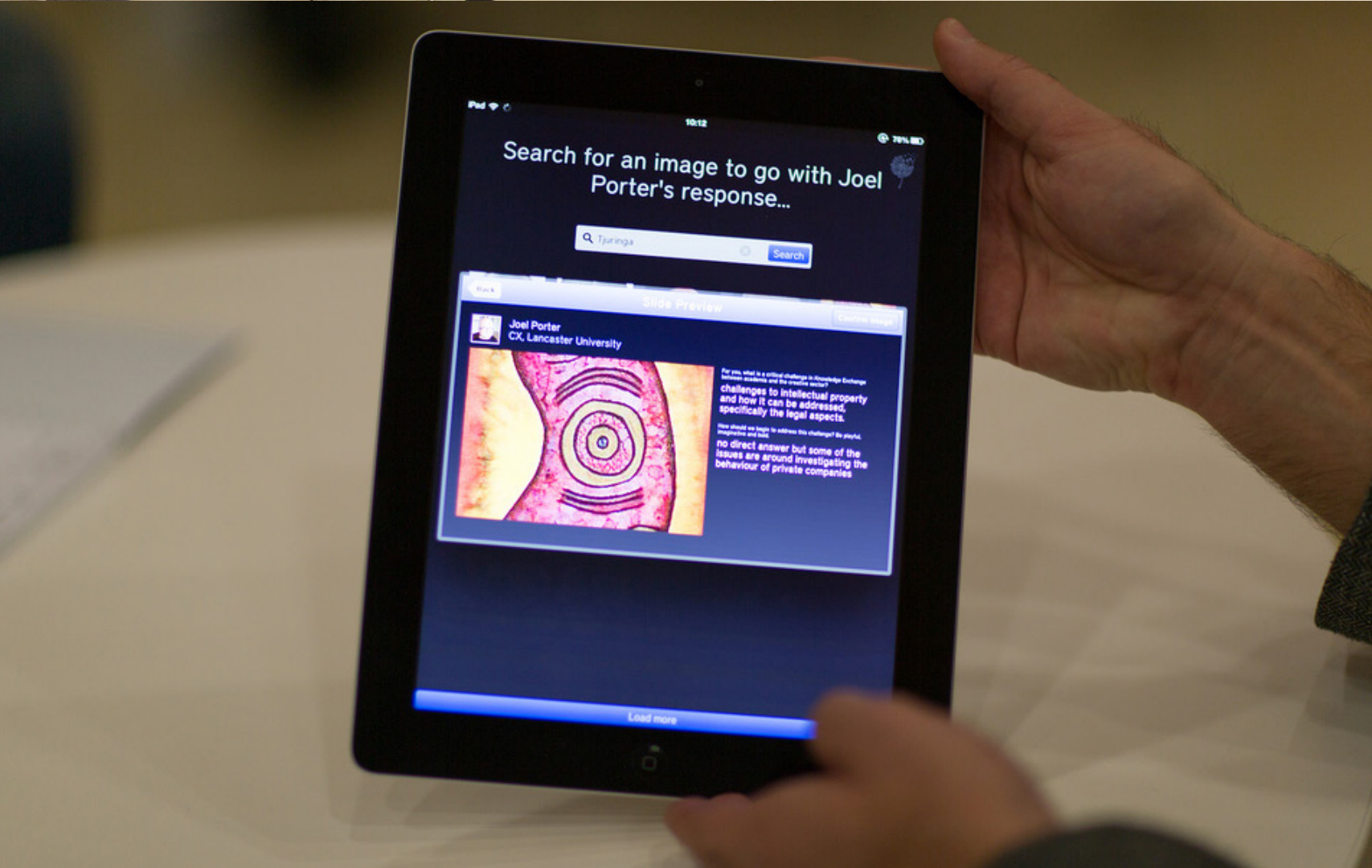
LANCASTER UNIVERSITY

0-2 years — Society, Technology & Culture

3-5 years — Society, Technology & Culture

5+ years — Society, Technology & Culture

0-2 years — Lancaster University

3-5 years — Lancaster University

5+ years — Lancaster University

THE UNIVERSITY

For you, what is a critical challenge in Knowledge Exchange between academia and the creative sector?

2 challenges: proffesionals not linked to academia understand what's in it for them and what's avail

How should we begin to address this challenge? Be playful, imaginative and bold.

More clusters, academic shopkeeping and take aways. I am the solution!

David Green

Erin Walsh

Georgina Follett

Clara Crivellaro

Hayley Alter

Ian Coxon

CX The Creative Exchange

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Where in the system is the leadership?

Who should lead specific KE activities?

LEADERSHIP

KE as a 'core' activity

How do we resolve possible tension between KE + Research?

How can we link KE + high impact research?

Are there barriers affecting good leadership?

Do we need leadership in KE?

How do we educate folks in terms of the breadth of KE

Do we need to change the culture of a University to develop KE activity?

1. Clear goals
2. ...
3. ...

Rebecca Braun

CORE SKILLS:
1. Vision
2. Organisational ability
3. Challenge conventions

EVERYDAY TOOLS:
1. Charm
2. Du... ism g/chatting
3. Time out (coffee + cake!)

SUPER POWERS:
1. Super fast eye scanner for reading large tomes
2. Self-duplicator
3. Loves grant writing for breakfast

SUPER TOOLS:
1. Time-stretcher
2. Negativity zapper
3. Child's play mode
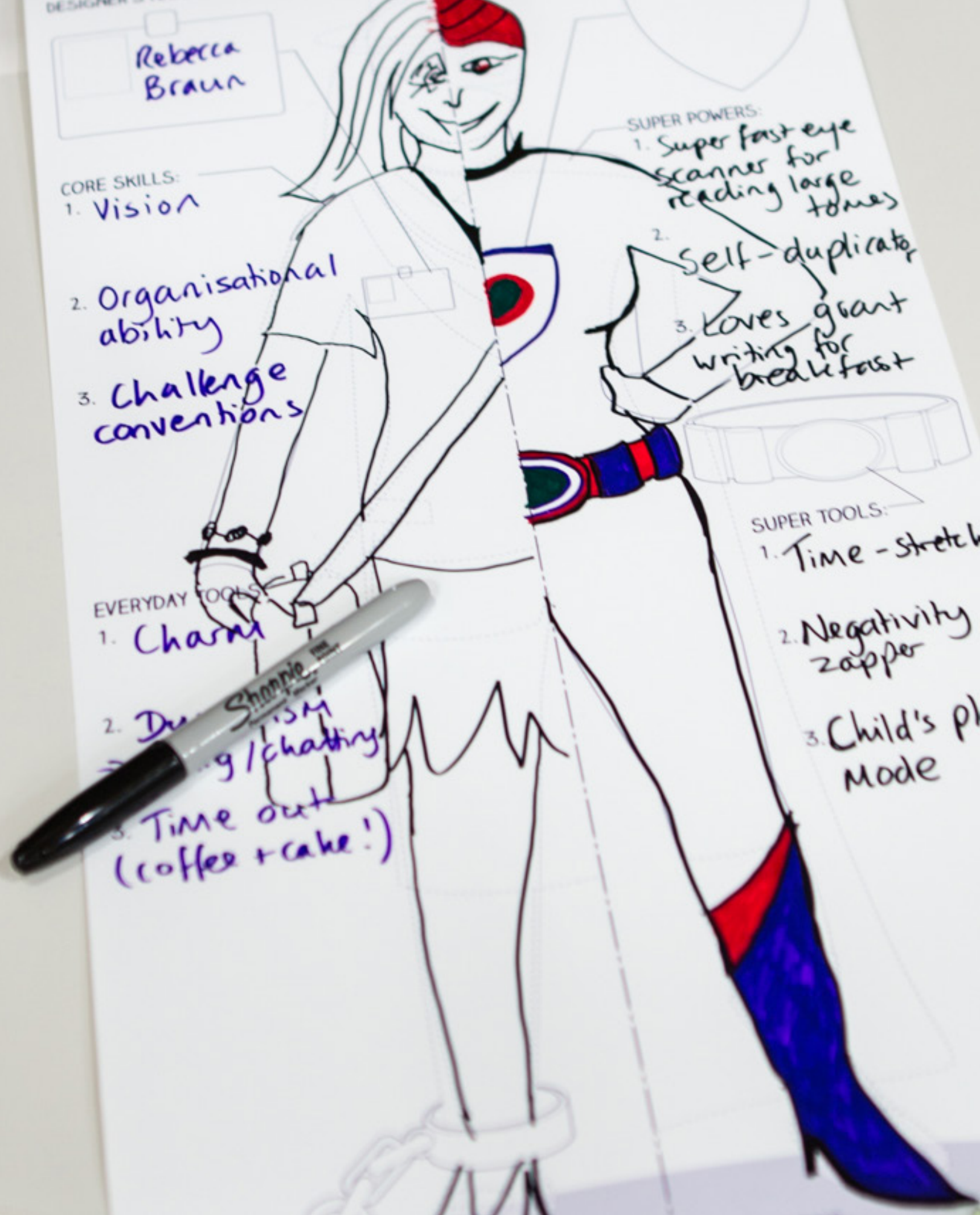
engagement

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How coul
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DIVERGENT

Imagining Storey...

Scenario Title: STOREY LAB

HUB
- Hi-speed internet
- collaborative research
- connection + public

Timeframe
e.g. 5–10 years

2 YEARS
- RDPE
- Medicity
- NN (MAR)

Feed-in
Identify several "Feed-in" trends or aspirations underlying this scenario (from the previous exercise or elsewhere)

- Speed of Technology Change
- Participation
- Creation
- Distribution
- Distinctiveness location City in Rural Area
- glocal

Given these trends/aspirations, how might Storey and LU respond?

Responses
Identify the actions Storey and LU could make to respond to these trends/aspirations (e.g. in terms of vision, knowledge exchange, sharing of skills and facilities, internships, collaborations etc.)

- PUBLIC ENGAGEMENT place + technology
- Competitive advantage
- unique service
- How do you want the facilities to support its creation and creation given this resource?
- Widespread audience
- THE CREATIVE COMMUNITY (HUB)
- ahead of curve for tenants 'sell' project space
- Networked CL
- TESTING BUSINESS MODELS
- LOCAL ENTERPRISE PARTNERSHIP
- BECOME A KEY PART OF LOCAL L CONSULTATION

Assuming the above responses are developed, imagine a future Storey...

Description
Characterise Storey and its links to the University in this future scenario

Major "value added" or "USP" provided by Storey in collaboration with LU:

- DRAWING TOGETHER PARTNERS ACADEMIA CREATIVE INDUSTRY
- UNIQUE RESEARCH COMMUNITY
- WITH A FOCUS ON DEVELOPMENT
- IMPACT local community economy
- UNIQUE OPPORTUNITY ARTS REGENERATION EXPERIMENT

Major focus or feature of the scenario/collaboration:

- COMMERCIAL MARKET TESTING

3 key words that convey how Storey conducts business(es) in this scenario:

TESTBED   EXPERIMENT   VALUE

SWOT
Perform a quick SWOT analysis on Storey's position in this future scenario

Key Strength: RURAL — A PLACE WITH PEOPLE

Key Weakness: dependence on FUNDING

Key Opportunity: GROWING MARKET SHARE — VISIBILITY

Key Threat: CHANGE CHARACTER OF STOREY

imagination LANCASTER

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Challenge

What is the challenge?	Relevance to BBC	Relevance to ~~LU~~ Paul
Production & editing tools for 3D film and new media including media for storytelling.	✓	

Challenge
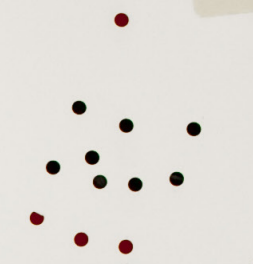
What is the challenge?	Relevance to BBC	Relevance to LU
AUTOMATIC SYNOPSIS GENERATION FOR TV	• Tool for 'CATCHING UP' ON WHAT YOU MISS IF DON'T SEE START OF PROGRAMME – ONLY UP TO CURRENT POINT. • HELPS DEFINE ELEGANT METADATA SCHEMA.	• Minimizing meta-data • engaging summary generation • "deep" challenges.

Challenge

What is the challenge?	Relevance to BBC	Relevance to LU
Space for ideas & working them up cf. Google 20% time	A big challenge for BBC	Innovation Process

Challenge

What is the challenge?	Relevance to BBC	Relevance to ~~LU~~ Drew
Telepresence for less controlled audience contributions. (within editorial framework)	New frameworks for generation valuable contributions from audience	

Challenge

What is the challenge?	Relevance to BBC	Relevance to LU
Exploit the potential of Internet Protocol for distributing Radical new types of content	– New revenue opotunities – Expanded experience 'surround vision'	– link to infrastructure of IP – Imagining new uses of the infrastructure [SERVICES]

Yes

No

Brainstorm

Creative Thinking Hats

Physical Problem Sovling

This method is drawn from the creative practice of contemporary theatre and dance companies and it represents a non-hierarchical collaborative approach to problem solving...

Goals:

- To think with the body, not the head
- To explore how a group...
- To challenge you to move outside your comfort zone

IDEAS
at Daresbury

tion

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How could you create together?
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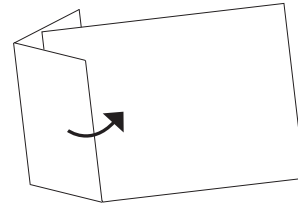
What success

In your terms a

Koala

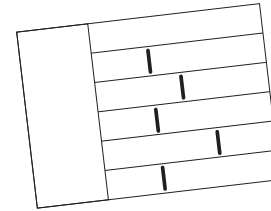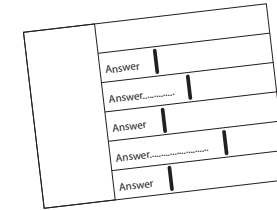## Evaluation Tool

Knowledge And Learning evaluation

B

1. Fold sheet A in half.

2. Stick sheet A to sheet B.

3. Respond by instinctively drawing a line at your level of satisfaction for each question.

4. Write your answers.

5. Return to the facilitator.

Answer
Answer
Answer
Answer
Answer

Stick or Staple Here

To what extent did you get what you hoped for from today's event?

Comments...

How useful do you think this event has been to you?

Comments...

To what extent has today provided surprises, insights or altered your perspective for the longer term?

Comments...

Comments...

How far has today's

IDEAS FOR IMPACT   Lancaster University

This tool was developed by IDEAS for Impact at Lancaster University in collaboration with Dee Hennessy.

impact.lancaster.ac.uk/tools

IDEAS
FOR
IMPACT

Collaboration & Impact Toolbox

Tools and resources to help you communicate, collaborate and connect your research with others.
Part of the IDEAS for Impact project.

Hexagon Cards

Connectable cards for mapping problems, generating ideas or modelling shapes.

Giant Timeline

A table-sized timeline for planning projects and activities.

What's Your Motivation

A mini comic strip for revealing people's motivations at the start of a project.

Meeting Action Points

A fun tool for creating a visualisation of progress between meetings.

New Tools

This is an ongoing project. Leave your email and get a notification when a new tool is added.

Email | Send

You can also follow us on twitter:

Follow @ideas_team