

# The *Who Do We Want to Engage?* Tool

## EXERCISE DESCRIPTION

This tool is used to assist group and/or communities to engage effectively and clarify their goals for engagement.

## EXERCISE HOW-TO:

1. **Consider your various audiences** – Your audiences will range from the people close to your work through to the general population. When brainstorming, think: who do you most need to engage? Put yourself in their shoes. How would you define each group? Also, think broadly: Who are some “unusual suspects?”
2. **Note where they are currently meeting** -- Where are the groups you have identified currently interacting with each other?
3. **What is your goal for engagement?** – Why is it important that you engage this group? What is the perspective they are holding?
4. **Rank Potential Audiences** – Score each potential group in terms of their importance to your project. Obviously, those who score highest should be your priority.

## EXERCISE DEBRIEF:

- Does someone in your group have a personal connection with any of these individuals/group? Who will take responsibility to connect with the groups identified on your worksheet?
- Amongst your group, develop an action plan of who will reach out to which groups and by when
- What information do you have that you can share about what you are doing?
- Consider how you will keep each other updated on your progress and learnings



Al Etmanski, a famed Canadian social innovator notes that, “You and others won’t achieve lasting impact as long as you work on parallel tracks or at loggerheads...solutions spread when we move beyond blame, competition, misunderstanding and mistrust.” For AI, working well with friends, allies AND enemies means:

- Working with those we don’t like, don’t trust or don’t know despite our differences or past wrongs
- Recognizing that thinking, reflecting, listening & talking are as essential as action
- Being open to surprise and serendipity
- Rising again and rising above

**Source: *Impact: Six Patterns to Spread Your Social Innovation* by Al Etmanski**

# The *Who Do We Want to Engage?* Worksheet

Who do you want to engage?	Where are they playing and connecting?	Why do you want to engage them?	How important is it to engage this group? <small>(Score from 1-5: extremely important = 5, not important = 1)</small>
<i>Example: Neighborhood residents</i>	<i>Community park, school</i>	<i>Gather input on programmatic strategy</i>	<i>4</i>

