

# ***Engaging Your Community***



***Proven Tools  
for Dynamic  
Community  
Conversations***

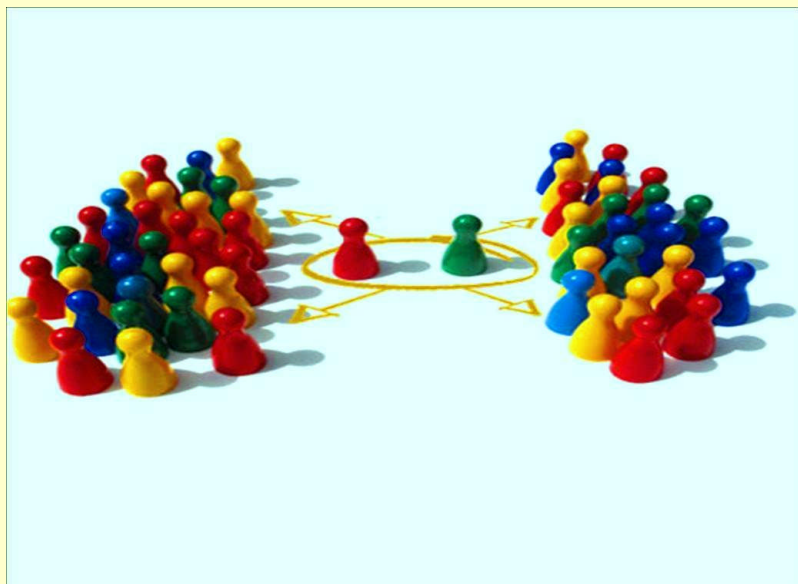
**Phil Boyle and Scottie Seawell  
Leading and Governing Associates, Inc.**

# **This workshop**



- 1. Goals and challenges of engagement**
- 2. Tools, techniques and planning for effective community engagement**
- 3. Leadership lessons**

# Goals of Community Engagement



- 1. Knowledge**
- 2. Relationships**
- 3. Skills and action**

# Create and share knowledge



1. Learn about the community
2. Create awareness and perspective ~ a way of thinking and acting
3. Knowledge, tools and best practices of successful communities

# Build and cultivate relationships



1. Build trust and relationships among diverse people
2. Create a shared framework for discussing where we want to go as a community
3. Get to know each other as people in order to structure the work you will do together

# Develop and practice collective leadership skills



1. Deliberation, communication and negotiation
2. Collaborative problem solving and decision making
3. Planning/taking collective action

# Key elements of successful community action



1. Vision and identity
2. Goals and benchmarks
3. Leadership and entrepreneurship
4. Collaboration
5. Collective action

# Key leadership challenges



1. **Governing the commons**
2. **Collective action and free-rider problems**
3. **Paradox of cooperation**
4. **Social capital**
5. **Self-interest**

# Key engagement challenges

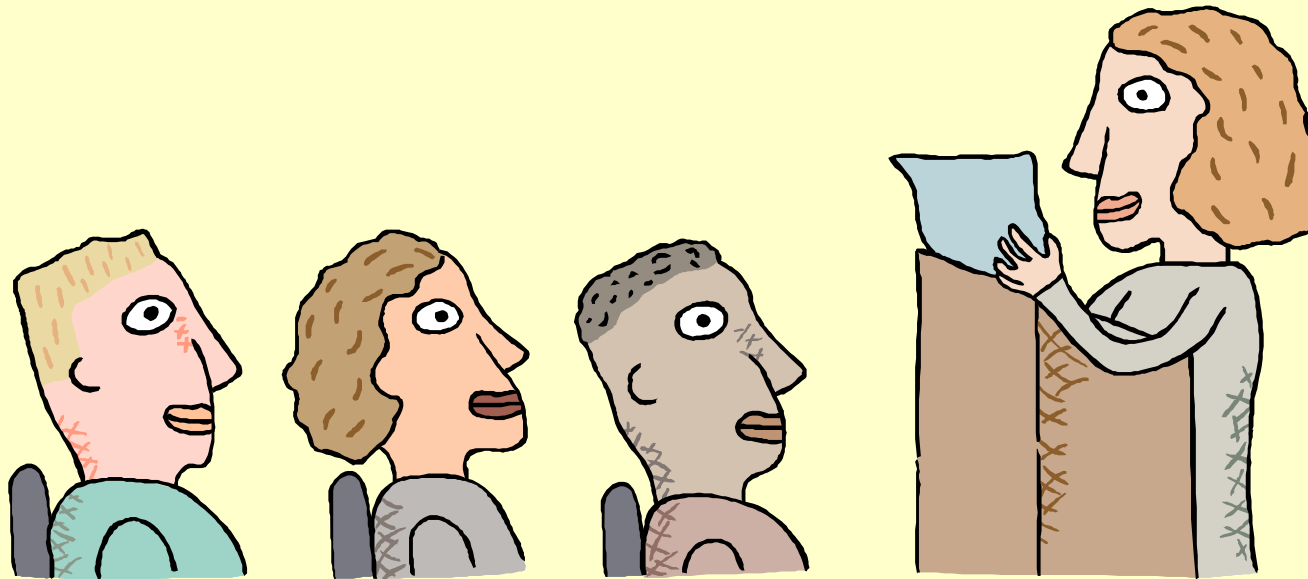


1. Participation
2. Lead, convene, facilitate
3. Framing agenda
4. Responsibilities and costs
5. Right resources

# **Tools and Techniques of Effective Community Engagement and Participation**



# Information techniques



# **Information techniques (1-way communication)**

- **Briefings**
- **Reports**
- **Exhibits, displays, maps, signs**
- **Feature stories**
- **News conferences**
- **Newsletters**
- **Newspaper inserts**
- **News releases**
- **Advertisements**
- **Press/media kits**
- **Presentations**
- **Mailings**
- **PSAs**
- **Cable TV shows**

# Participation techniques (2-way communication)

- **Advisory committees**
- **Task forces**
- **Polls**
- **Focus groups**
- **Hotline/telethon**
- **Interviews**
- **Meetings**
- **Hearings**
- **Wisdom councils**
- **Futures workshops**
- **Spiral dynamics**
- **Interactive cable TV/radio/web**
- **Retreats**
- **Listening sessions**
- **Study circles**
- **Surveys**
- **Open space technology**
- **Working groups**
- **Walkabouts/tours**
- **Citizen academies**
- **World Cafe**

# Sample tools for community conversations



1. **Surveys**
2. **Listening Sessions**
3. **Focus Groups**
4. **Meetings in a Box**
5. **Study Circles**
6. **Family Circles**
7. **Future Search Conferences**
8. **Wisdom Councils**



**Control**

**Briefings**

**Polls/surveys**

**Listening sessions**

**Focus groups**

**Meetings-in-a-box**

**Study circles**

**Future search**

**Wisdom councils**

**Participation**



# Surveys



- **Information**
- **More than “usual suspects”**
- **Multiple ways**
- **Share results**
- **Help create or improve**

# Listening Sessions



- **Opportunity**
- **Chance to talk**
- **No decisions or debates**
- **Results are shared**
- **Positive feedback**

# Focus Groups



- **Group interview**
- **Generate ideas, get reactions**
- **Find out concerns, perceptions**
- **Reach different people**
- **Planning and facilitation are key**

# **“Meeting in a box”**



- **Self-guided meeting**
- **Anyone can “host” or participate**
- **User-friendly instructions**
- **Inform, increase understanding, stimulate dialogue**
- **Relatively cheap**

# Study Circles



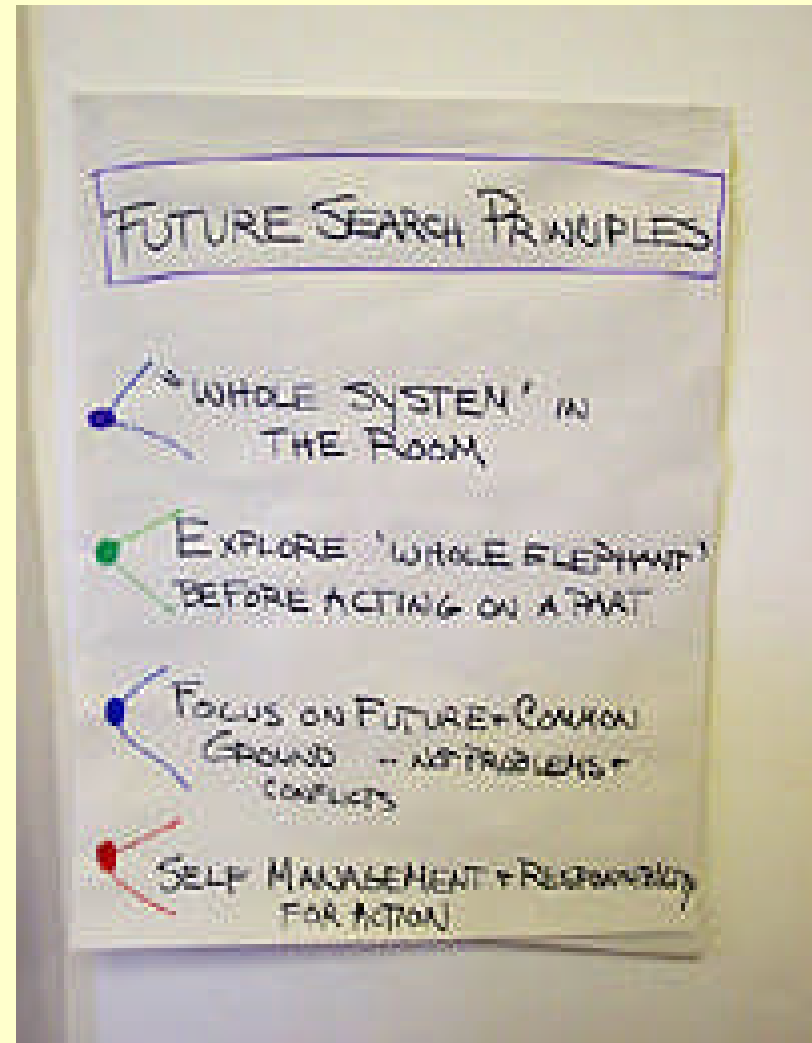
- **Understand problems, develop solutions**
- **Multiple groups over a period of time**
- **Ground rules and facilitation**
- **Move from personal to collective**
- **Seek shared learning**
- **Turn study into action**

# Family Circles



- **Build neighborhoods and community**
- **Help residents get to know one another and work together**
- **Everyone get's a say**
- **New leaders emerge**

# Future Search Conferences



# The past and present inform the future



# Wisdom Councils



- **Bring together many voices**
- **Public lottery**
- **Tell stories, listen to others**
- **Choice-driven**
- **Ongoing**
- **Operates in parallel with normal governance structures**

# Considerations in selecting engagement tools

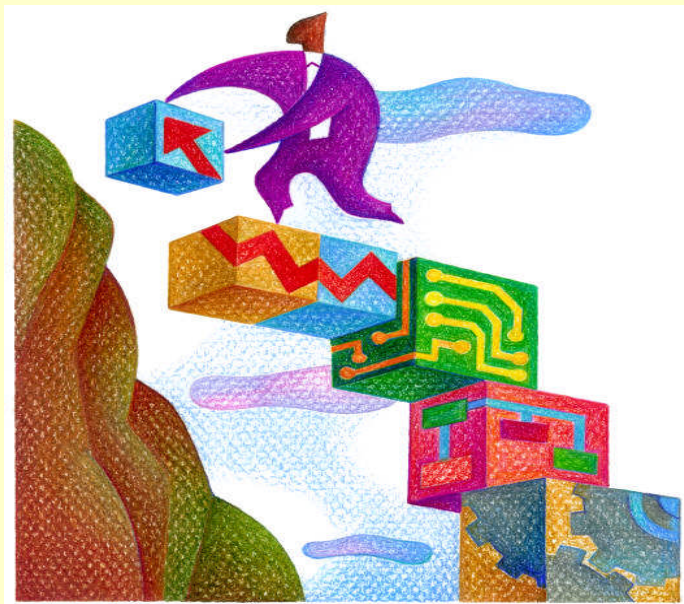


1. Time
2. Duration
3. Technical complexity
4. Geography
5. Resources
6. Diversity
7. Importance
8. Knowledge and understanding
9. Interest
10. Controversy

# Planning for Effective Community Engagement

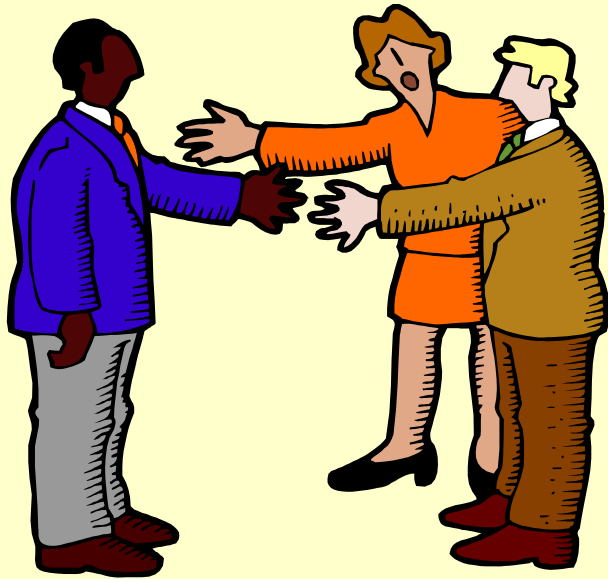


# Step 1 – Create a Catalyst for Change



1. *What compelling purpose will you focus on, what makes it compelling?*
2. *What are the potential benefits of community action?*
3. *What are the potential consequences of inaction?*

# Step 2 – Recruit Community Leaders and Representatives



- 4. Who should you engage?*
- 5. Why do you want to engage them, why should they participate?*
- 6. How will you recruit and invite them?*

# Step 3 – Engage Community Leaders and Representatives



- 7. What do you need or want to learn from them, what do you want them to do?*
- 8. How will you engage them, what tools might you use?*

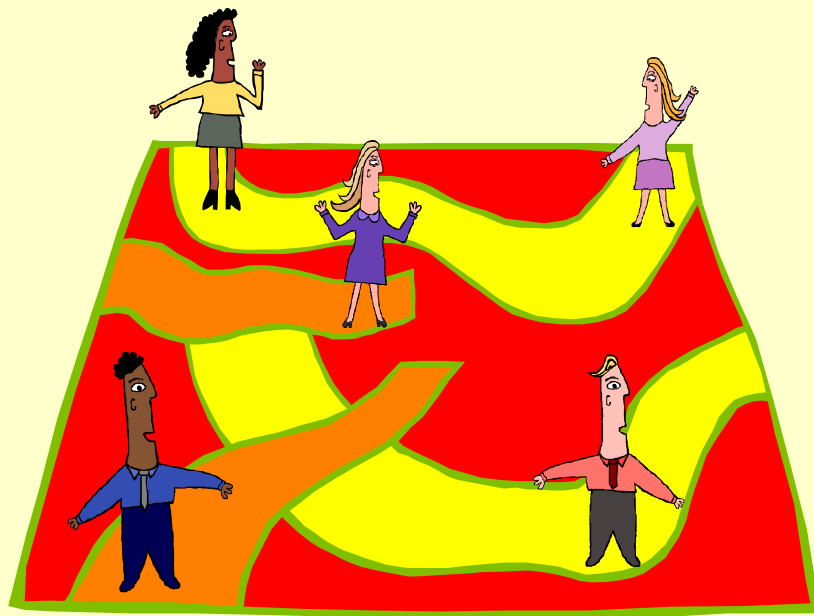
# Step 4 – Deliberate and Collaborate



# Step 5 – Act Strategically



# Planning Exercise



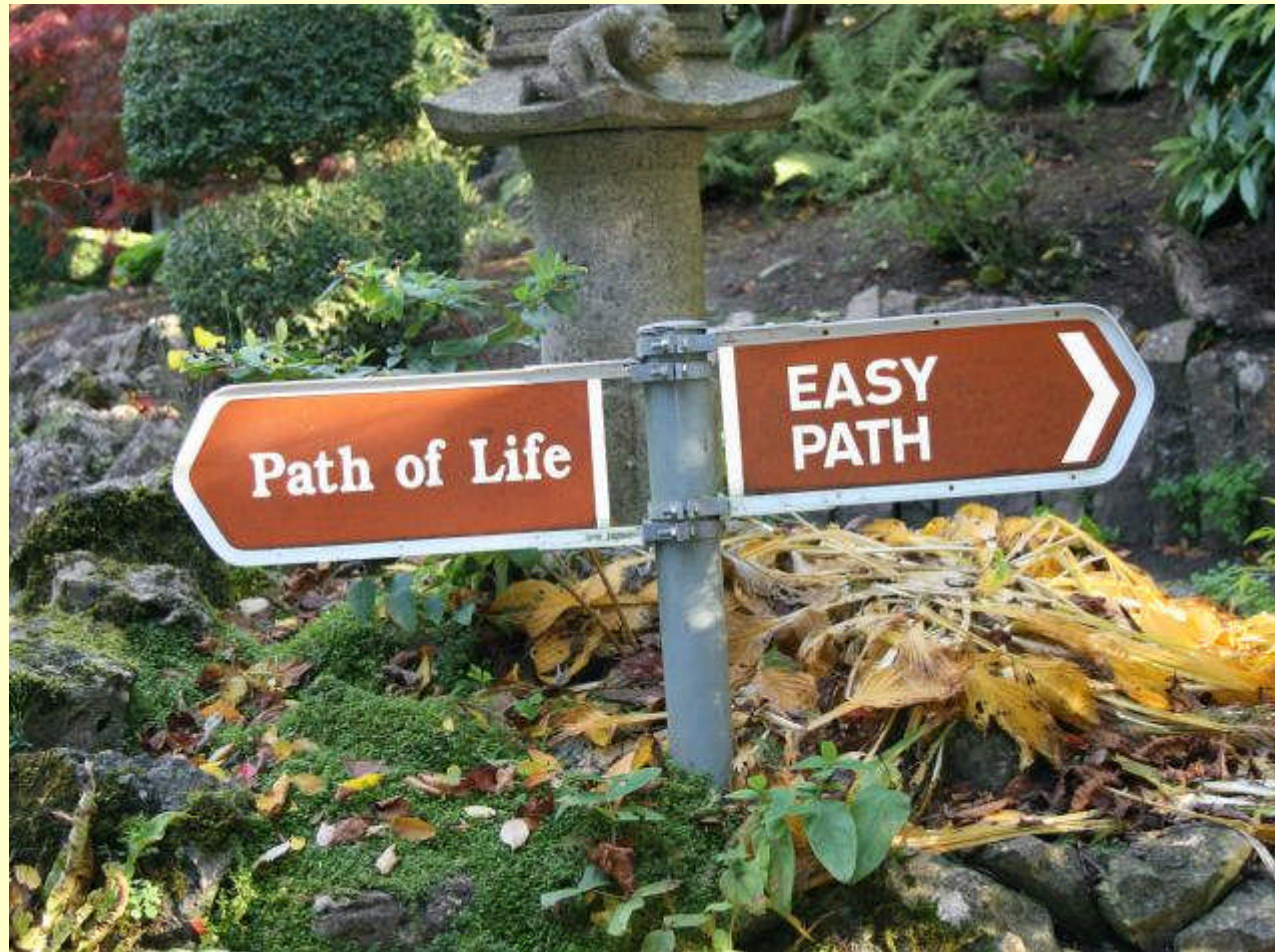
1. Read your community scenario
2. Use worksheet to guide your discussion
3. Share your learning

# Planning Feedback



- 1. Observations and reflections?**
- 2. Good ideas and best practices?**

# Benefits, Challenges and Leadership Lessons Learned



# Benefits of Community Conversations



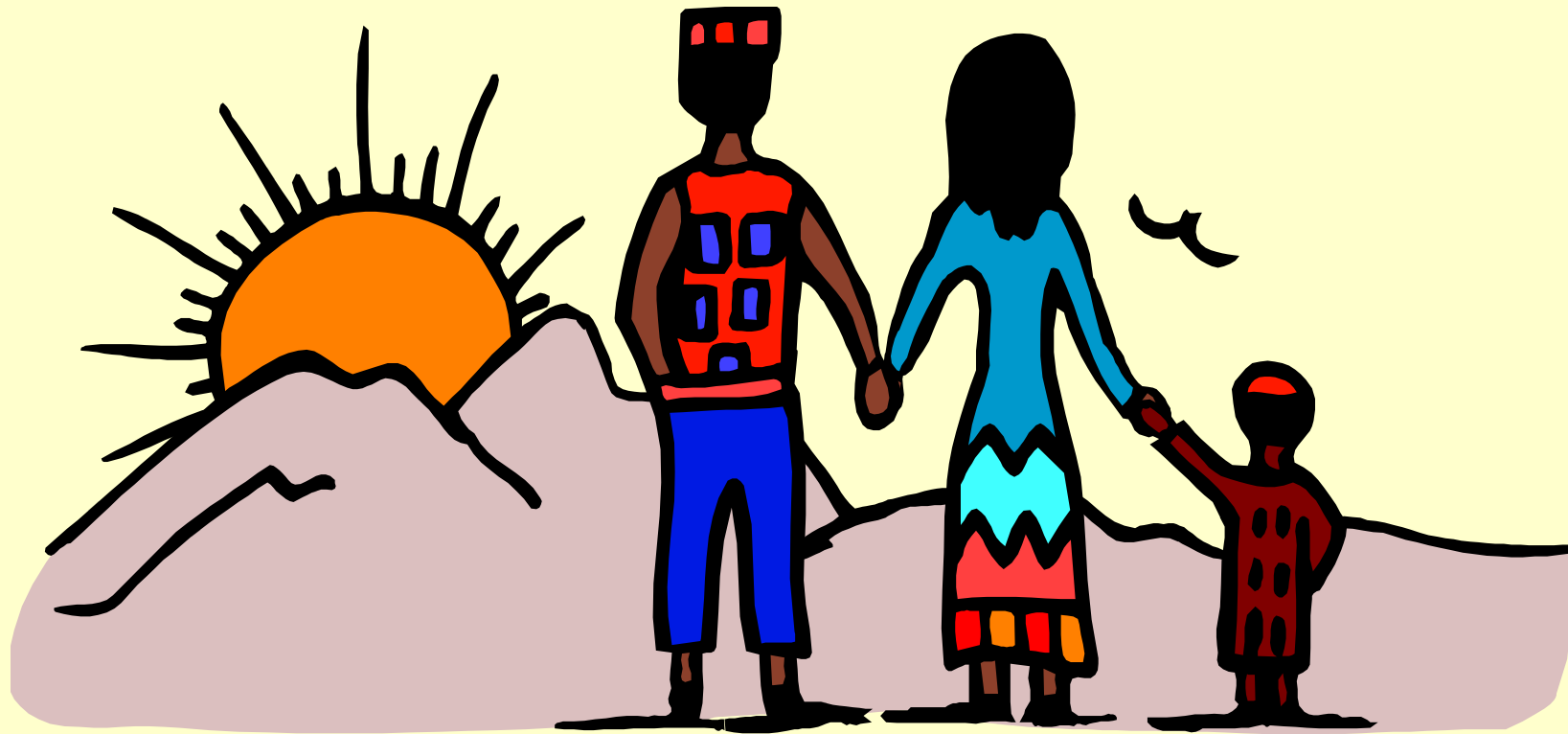
# Challenges in Creating Community Conversations



# Leadership Lessons Learned



# Thank You!



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