ENGAGEMENT ROADMAP

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Use this Engagement Roadmap to help guide and inform your engagement planning process. Check out all our resources and supporting evidence at: https://www.aboutcommunityengagement.com/resources and https://www.aboutcommunityengagement.com/our-work

1 Set Aim & Objectives

It's important you outline your aim and objectives for engagement first. These will guide the rest of the process. If something you're doing or planning on doing doesn't align with your aim and objectives, it probably isn't the right approach and needs to be re-aligned.

Your aim and objective might mirror an existing policy or strategy especially if the engagement you're planning is a result of that policy or strategy.

Some things that you may want to consider in developing your aim and objectives are:

- What do you need to understand from those being engaged with? What are you hoping to gain from conducting this engagement?
- What is reasonable & achievable? Do not overpromise or overcommit.
- How will input from engagement be used? Be clear on the role of engagement and what it will do to influence future polices or schemes.

2 Understand Audience

Before identifying your target audience, you should understand the wider context:

- Who makes up the community and what demographic groups do they belong to? Make sure to recognise intersectionality.
- Who are the stakeholders or groups that could impact, both positively and negatively, your outcomes?

To identify the target audience for your engagement efforts, you should consider a few things:

- Who would be most impacted (both good and bad)?
- What are their needs and motivations? (Be sure to update your understanding of their needs and motivations as you engage and learn more!)
- **Why should they engage with you?**

3 Plan Engagement

Regardless of the scale, format, or purpose, all engagement will fall under one or more of these umbrellas:

Inform
Provide information and updates on work being conducted.

Gather Feedback
Present draft work and request comments to be considered as part of finalisation.

Co-create
Active involvement in the development of work being conducted.

Depending on the umbrella, your engagement might vary from an agenda item at an existing forum to holding a focus group session planned and facilitated for the purpose of your engagement.

Look for opportunities for your engagement to fold into existing events, forums, and other established gatherings.

Be clear about the purpose of your engagement, as well as the timeline of the engagement effort.

4 Deliver Engagement

Tailor your messaging to the audience it is intended for and try to speak to their motivation. As much as we'd like to, we cannot create messaging that works for every single person.

Make sure to maximise your reach by promoting your engagement through existing communication channels and by partnering with community leaders and groups.

Similarly, the methods of engagement you will need to use will vary and should be based on the type and size of the audience.

5 Feedback & Repeat

Be sure to share results/outcomes of your engagement efforts. This feedback loop helps build trust and empower those who were involved or may choose to be involved in the future.

Be open to feedback and criticism. No engagement will be perfect and there's always lessons that can be learned. Engage early & often.

Engagement moves at the speed of trust.