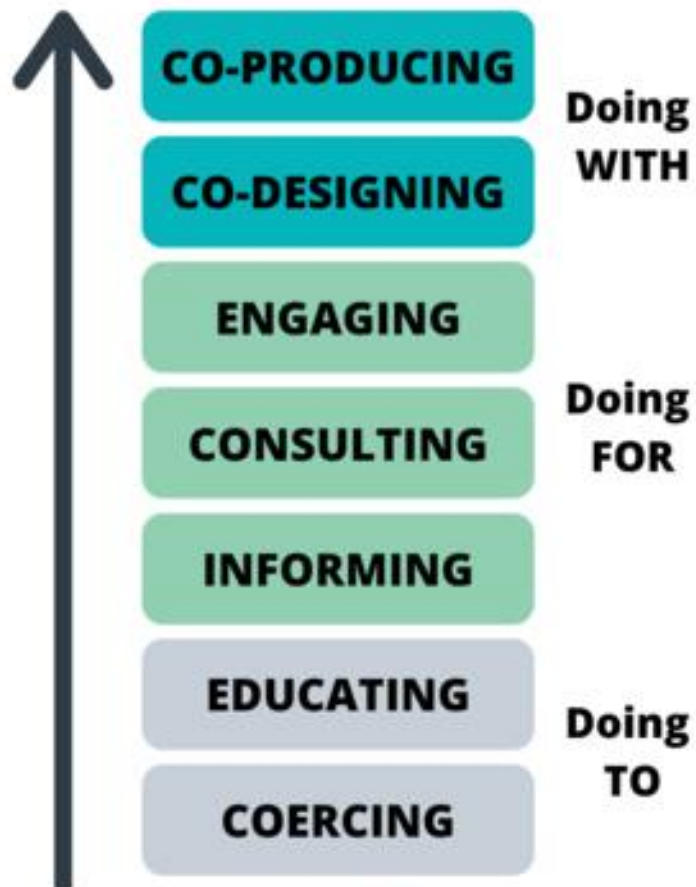HARNESSING THE POWER OF YOUR COMMUNITY

Before you engage... get your house in order!

Has your unstructured conversation covered all the key considerations? Probably not.

Who wants to read your 40 page engagement plan?

THE ENGAGEMENT CANVAS v1.1

PROJECT   ORGANISATION   DATE

1. BACKGROUND
What has led to this engagement being proposed?

2. PURPOSE
What are the desired outcomes?

3. SCOPE
What is and is not under consideration?

4. OVERSIGHT
Who will oversee this engagement? What is their view of this engagement?

5. PEOPLE
Who are the...

6. INFLUENCE
What level of influence will people have in this engagement?

7. METHODS
What methods will you use to engage and communicate?

8. TIMELINE
What is the timeline for your key milestones?

8. RESOURCES
What people and resources do you already have? How much have you budgeted for the engagement?

9. EVALUATION
Why evaluate? How much time and resources can you dedicate to evaluation?

10. CONTINUITY
How will you continue to engage after the project is complete?

THE ENGAGEMENT CANVAS v1.3

PROJECT   ORGANISATION   DATE

1. BACKGROUND
What has led to this project being proposed?

2. PURPOSE
Why do this? What are the desired outcomes?

3. SCOPE
What is and is not under consideration?

4. OVERSIGHT
Who will oversee and be accountable for this project?

5. PEOPLE
What is your organisation's role and why? Who are your partners? Who are the key groups interested in this issue?

6. INFLUENCE
What level of influence will people have in this engagement?

7. METHODS
What methods will you use to engage and communicate?

8. TIMELINE
What is the timeline for your key milestones?

9. RISKS
What could prevent your desired outcomes?

10. EVALUATION
Why evaluate? What resources can you dedicate to evaluation?

11. CONTINUITY
How will you continue to engage after the project ends?

12. RESOURCES
What budget, people and resources are available right now? What else do you need?

When are the 3 big opportunities for you to engage people in your mahi?

1. Involving people in your strategic planning
2. Involving people in designing your services or a key project
3. Involving people in a grant application

Who's got an engagement opportunity they might like to work on today?

15 minutes

THE ENGAGEMENT CANVAS v1.3   PROJECT   ORGANISATION   DATE

1. BACKGROUND	2. PURPOSE	3. SCOPE	4. OVERSIGHT
What has led to this project being proposed?	*Why do this? What are the desired outcomes?*	*What is and is not under consideration?* **Geography** **Audience** **Topic**	*Who will oversee and be accountable for this project?* **Board?** **New group?** **Existing collaborative group?**

5. PEOPLE
What is your organisation's role and why? Who are your partners? Who are the key groups interested in this issue?

6. INFLUENCE
What level of influence will people have in this engagement?

7. METHODS
What methods will you use to engage and communicate?

8. TIMELINE
What is the timeline for your key milestones?

9. RISKS	10. EVALUATION	11. CONTINUITY	12. RESOURCES
What could prevent your desired outcomes?	*Why evaluate? What resources can you dedicate to evaluation?*	*How will you continue to engage after the project ends?*	*What budget, people and resources are available right now? What else do you need?*

THE ENGAGEMENT CANVAS v1.3

PROJECT   ORGANISATION   DATE

1. BACKGROUND
What has led to this project being proposed?

2. PURPOSE
Why do this? What are the desired outcomes?

3. SCOPE
What is and is not under consideration?

4. OVERSIGHT
Who will oversee and be accountable for this project?

5. PEOPLE
What is your organisation's role and why? Who are your partners? Who are the key groups interested in this issue?

15 minutes

6. INFLUENCE
What level of influence will people have in this engagement?

7. METHODS
What methods will you use to engage and communicate?

8. TIMELINE
What is the timeline for your key milestones?

9. RISKS
What could prevent your desired outcomes?

10. EVALUATION
Why evaluate? What resources can you dedicate to evaluation?

11. CONTINUITY
How will you continue to engage after the project ends?

12. RESOURCES
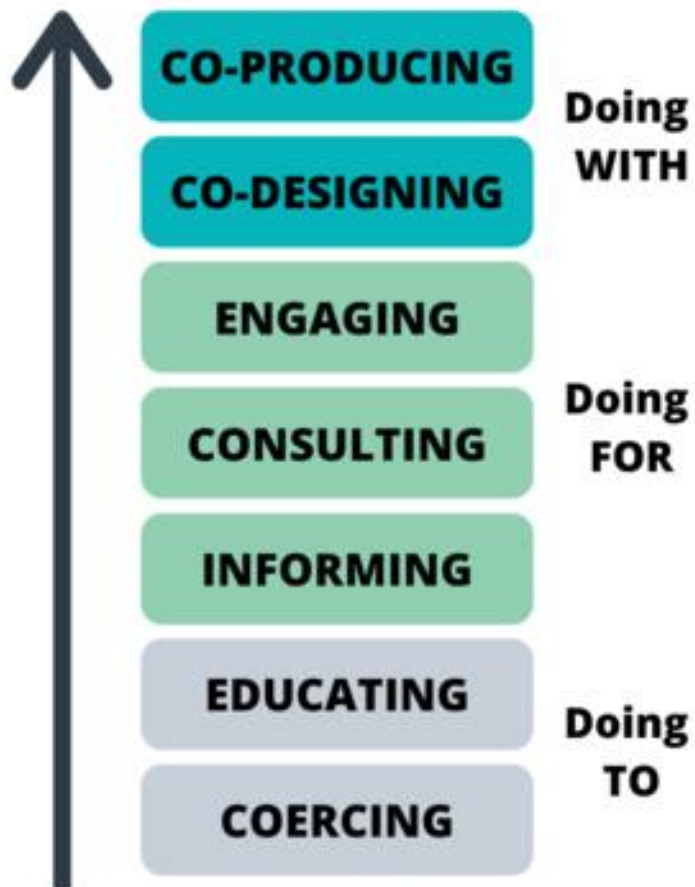*What budget, people and resources are available right now? What else do you need?*

Most to least influenced by

YOUNG WOMEN
Confidence, Ability
Mental health
Free time, Injury

Immediate relationships

Family
Friends
Partner

School

Staff
Assignments & exams
Other students
Boys
PE class

Wider community

Coach
Sports team members
Funders
Mentors/ youth workers
Other commitments (e.g. girl guides)

Beyond

Media
Sports clubs
Job
Brands
Church/ religious groups

THE ENGAGEMENT CANVAS v1.3

PROJECT   ORGANISATION   DATE

1. BACKGROUND
What has led to this project being proposed?

2. PURPOSE
Why do this? What are the desired outcomes?

3. SCOPE
What is and is not under consideration?

4. OVERSIGHT
Who will oversee and be accountable for this project?

5. PEOPLE
What is your organisation's role and why? Who are your partners? Who are the key groups interested in this issue?

6. INFLUENCE
What level of influence will people have in this engagement?

Let's discuss this…

7. METHODS
What methods will you use to engage and communicate?

8. TIMELINE
What is the timeline for your key milestones?

9. RISKS
What could prevent your desired outcomes?

10. EVALUATION
Why evaluate? What resources can you dedicate to evaluation?

11. CONTINUITY
How will you continue to engage after the project ends?

12. RESOURCES
What budget, people and resources are available right now? What else do you need?

THE ENGAGEMENT CANVAS v1.3

PROJECT   ORGANISATION   DATE

1. BACKGROUND	2. PURPOSE	3. SCOPE	4. OVERSIGHT
What has led to this project being proposed?	Why do this? What are the desired outcomes?	What is and is not under consideration?	Who will oversee and be accountable for this project?

5. PEOPLE
What is your organisation's role and why? Who are your partners? Who are the key groups interested in this issue?

6. INFLUENCE
What level of influence will people have in this engagement?

7. METHODS
What methods will you use to engage and communicate?

8. TIMELINE
What is the timeline for your key milestones?

15 minutes

9. RISKS	10. EVALUATION	11. CONTINUITY	12. RESOURCES
What could prevent your desired outcomes?	Why evaluate? What resources can you dedicate to evaluation?	How will you continue to engage after the project ends?	What budget, people and resources are available right now? What else do you need?

Once you've completed the Canvas, then what?

1. Review it. Circle things you need to check or do more work on
2. Share your thinking with others

What are your big two takeouts?

Visit www.businesslab.co.nz for the electronic version and to access more tools and resources