

# What

**Your Goal: Clarify what you're trying to achieve through engagement.**

What do you want this engagement process to accomplish?

What change or decision should this process ultimately influence?

How will you know that engagement has been successful?

# Who

**Identify Who Needs to Be Involved**

Who is affected by the issue or decision?

Who has the power or resources to make change happen?

Who is often left out and needs to be deliberately included?

Should participants represent specific demographics, organised stakeholders, elected officials, or a random sample of the wider public?

# How

**Define the ways of interaction**

How do you want participants to express themselves and interact?

Should engagement be anonymous and individual, or collective and conversational?

Is it more about listening and expressing views, or about dialogue and exchange?

What level of visibility and openness is appropriate for participants?

# Influence

**Decide How Much Say Participants Should Have**

How much influence should participants have over the outcome?

Are participants mainly informed about what's happening, or do they shape decisions?

How will you communicate the limits and possibilities of their influence?

# Results

**Define the expected outcomes**

What do you expect to emerge from this process?

How will what happens here be used or followed up afterwards?

What would success look like, both for the participants and for your organisation or community?

# Methods

**Find the best Fit**

Use the **Method Finder** catalogue to explore and select the engagement methods that best match your needs.

Based on your goal (**WHAT**), the type of interaction (**HOW**) and level of influence (**INFLUENCE**) you want to create, and the results you aim for (**RESULTS**) — which method or combination of methods fits best for your key audiences (**WHO**)?

