

Identify Priority Groups – Canvas

1. Answer these four questions

Who is directly or indirectly affected by the topic?

Who has a unique, underrepresented, or lived experience that needs to be heard?

2. Cluster & Categorize

Group similar actors across all four questions together to identify common themes or patterns. Give each cluster a clear, descriptive name (e.g., Youth Voices, Frontline Workers, Community Connectors).

Who stands to benefit or lose the most?

Who are potential allies, change-makers, or connectors in this space?

3. Discuss & Prioritize

As a team, review the clusters and discuss: Which ones feel most critical to your challenge or opportunity? Why?

Select 2–3 priority groups based on their relevance, impact, or strategic value.

4. Reflect as a Team

Look at your priority groups and reflect.

- Is your team representative of the groups we're trying to reach?
- Are there perspectives or voices we might be missing?
- Are there barriers that might prevent these groups from participating or being heard?

5. Next Steps

Outline specific actions to take. This may include deeper research, outreach planning, or activities to better understand your priority groups.

