

# Identify Priority Groups – Canvas

## 1. Answer these four questions

*Who is directly or indirectly affected by the topic?*

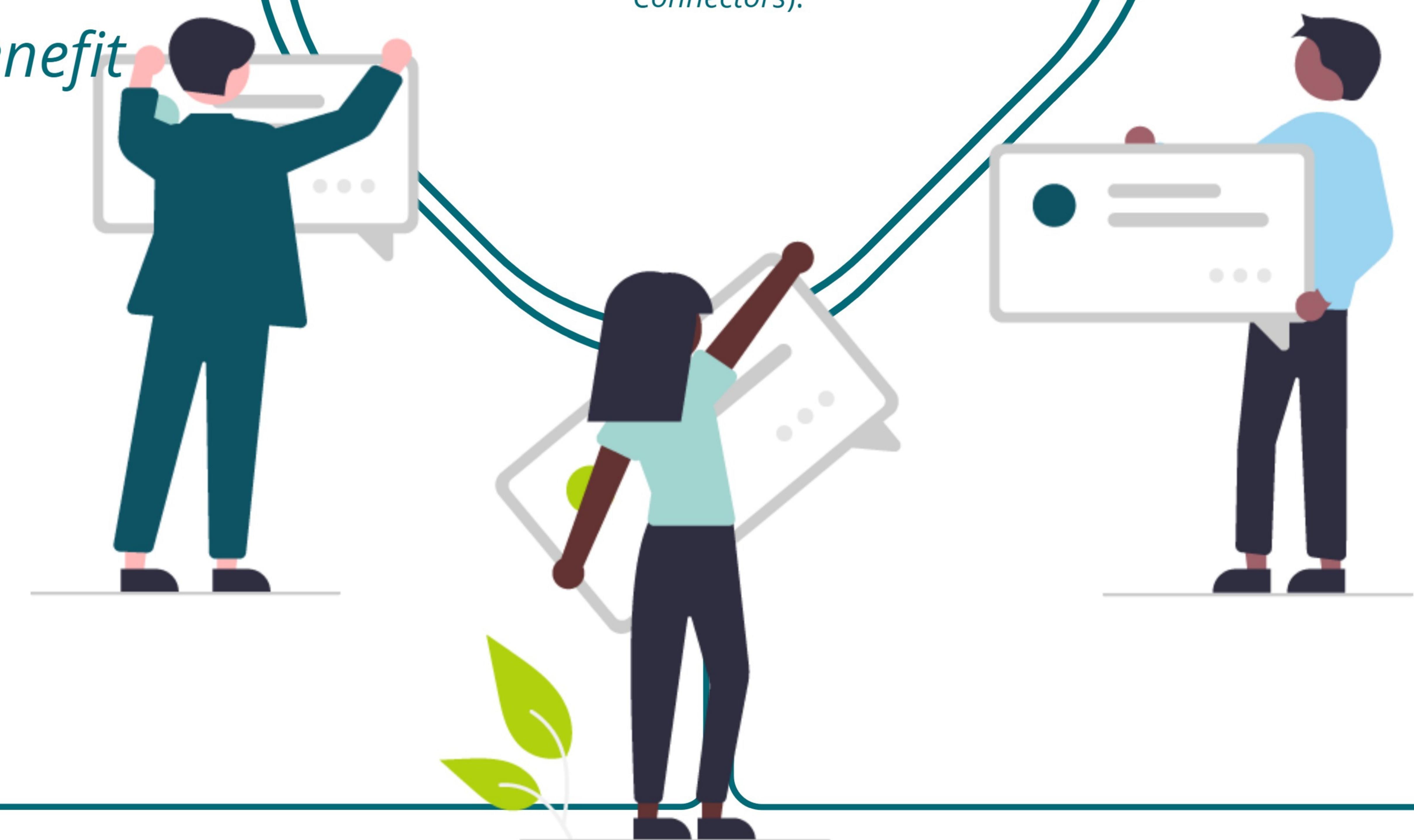
*Who has a unique, underrepresented, or lived experience that needs to be heard?*

## 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.*