

# 5 Levels of Engagement

1. What's our intent? 2. Where are we now? 3. Where do we need to be? 4. What's necessary to achieve the change we seek?

		Now (existing forms)		Future (new forms)	
	Level 1	Level 2	Level 3	Level 4	Level 5
Impact on system	Understand	Improve <sup>1</sup>	Evolve <sup>1</sup>	Invent <sup>1</sup>	Transform <sup>1</sup>
Use of power <sup>2</sup>	Inform	Consult	Involve	Collaborate	Empower (sharing power)
Engagement method	One-way Communication	Arbitration or Direction (someone else decides)	Mediation/Negotiation	Collaboration/Interest-based negotiations/Design	Co-creation/Co-design
"My" experience	I was updated on the work	I gave my input into the work	I gave my input and it's clear that it was considered in the design	I know that my interests are helping to shape the design because I'm at the table	My interests helped shape the vision that's driving all the work
Often appropriate for		Shared Problems	Shared Concerns	Shared Interests	Shared Future
		Resolving conflict (e.g. over a shared resource)	Finding a more agreeable resolution to the focal problem	Designing a win-win solution to a complex shared problem	Co-designing and realizing the shared future we want to create together
Challenges	Making sure the communications "land" and are meaningful	Getting people to agree that the problem is a problem and that it's their problem too	Setting aside favored solutions to allow genuine collaboration	Building genuine empathy and interest in building the capacity of the whole community	Getting people to efficiently and effectively work together from a shared intent

<sup>1</sup> Levels of innovation from Cheskin Research

<sup>2</sup> From the International Association for Public Participation (IAP<sup>2</sup>)