

WELCOME

Stakeholder Engagement Workshop

PSCC Annual Meeting
March 3rd, 2021



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**Why do we need to listen to and
guide our stakeholders?**

We are human.

WHAT WE WILL COVER TODAY

- Why you need to step outside of your expertise and listen to your stakeholders
- How to define engagement for your organization
- How to guide your stakeholders from lackluster followers to passionate supporters of your work

AGENDA

The Mindset Shift You Need to Make

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What is Engagement?

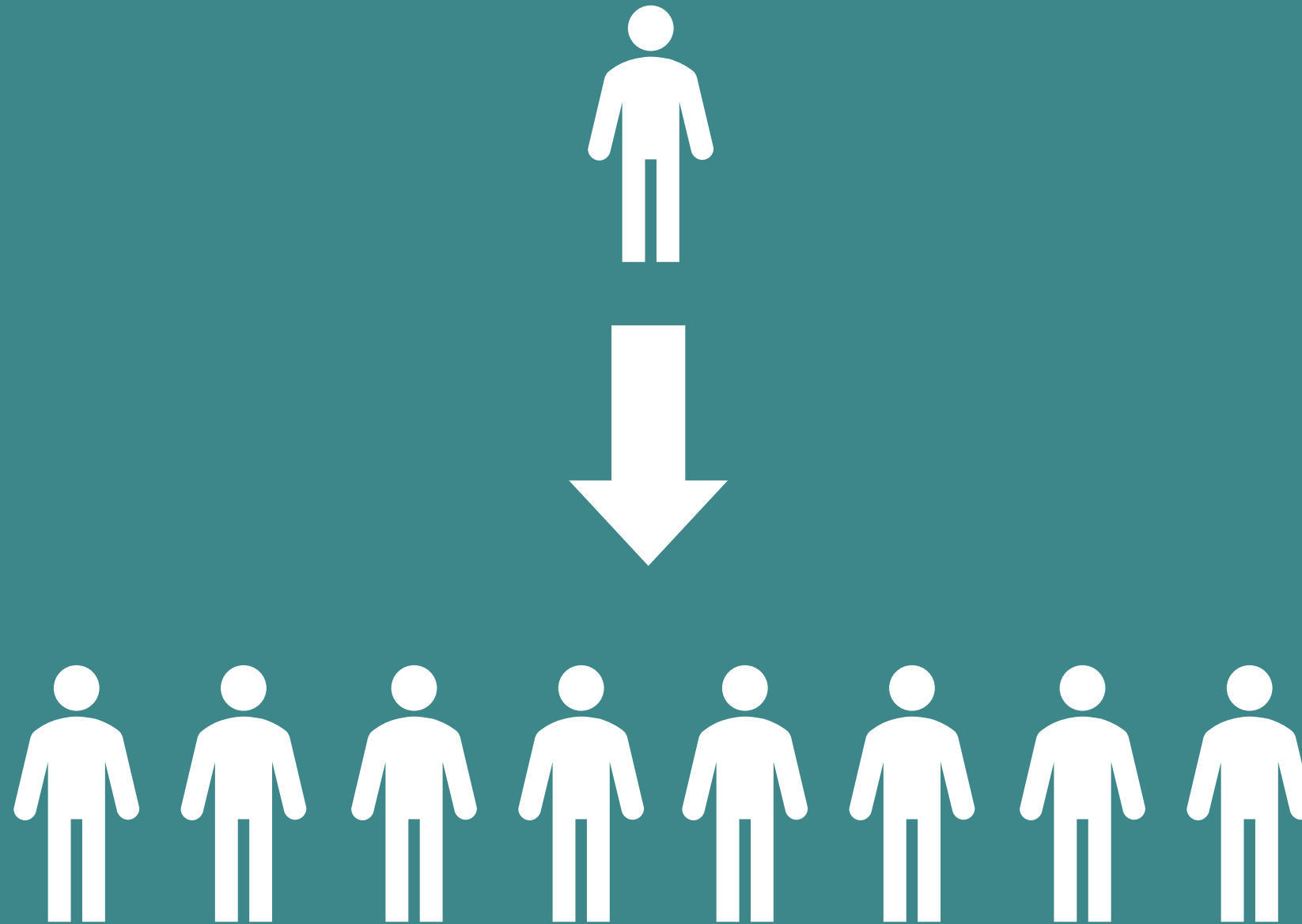
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Begin Your Own Engagement Ladder

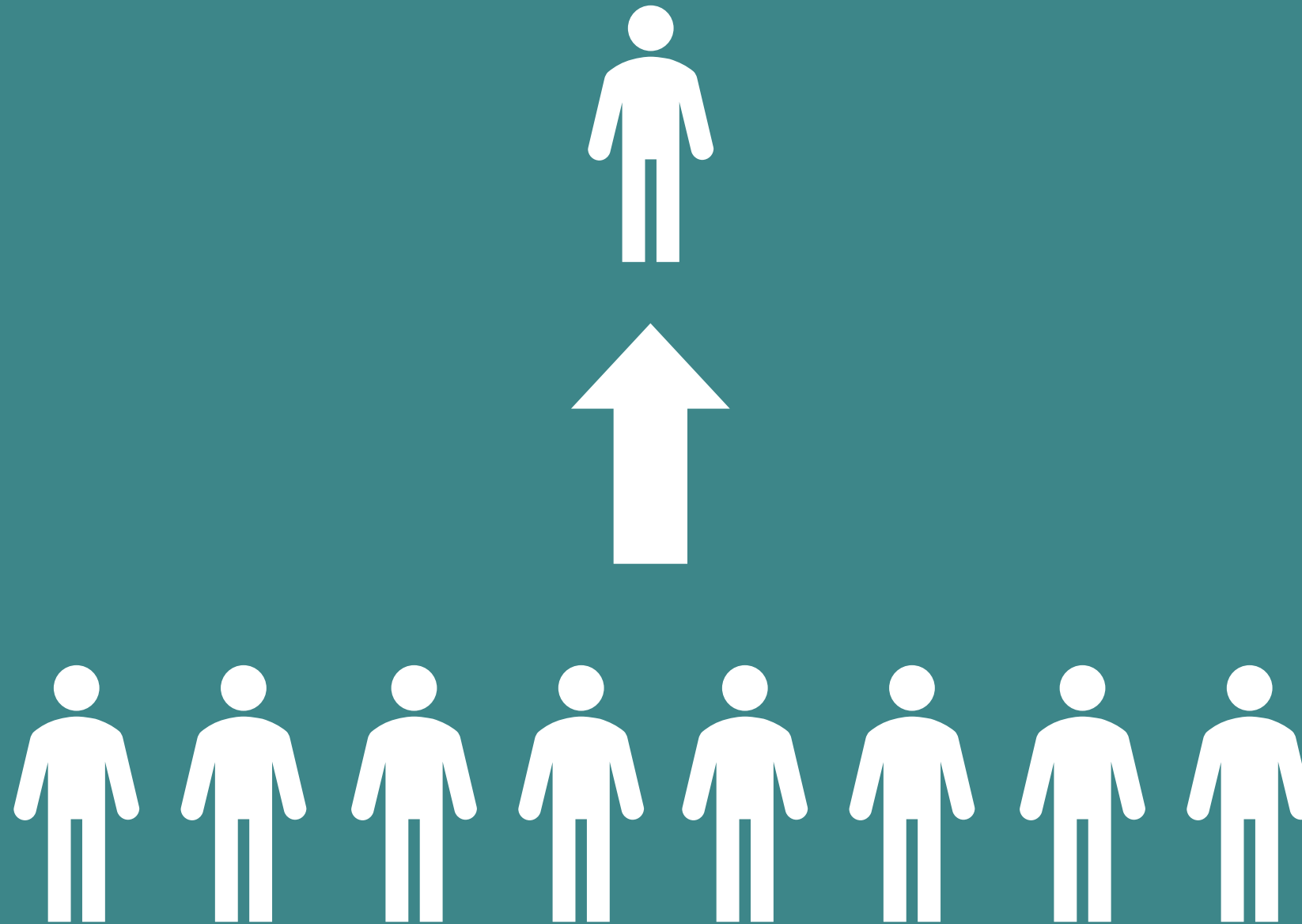
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Share

1. Bottom-up vs. Top-down



1. Bottom-up vs. Top-down

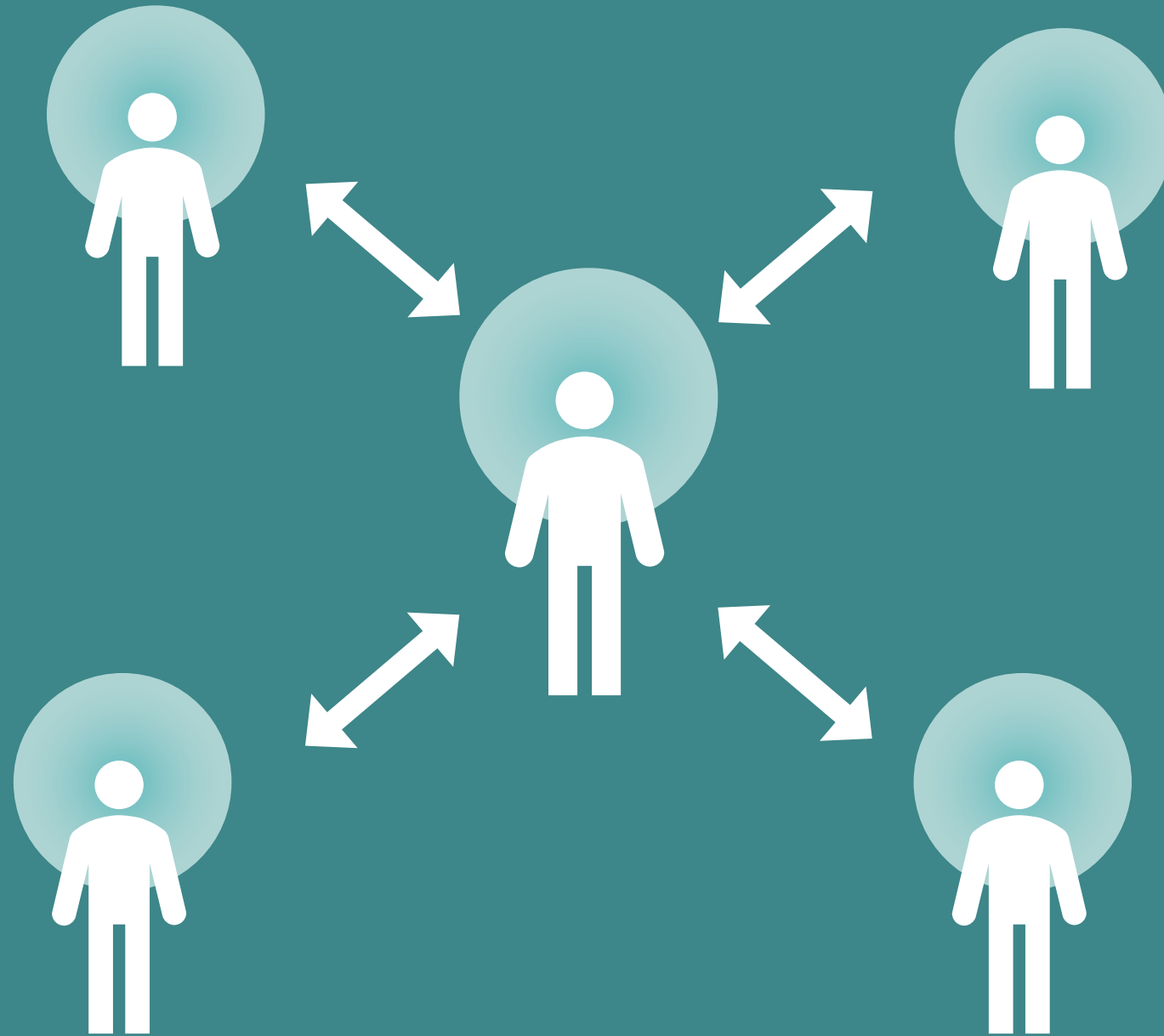




2. Curse of Knowledge

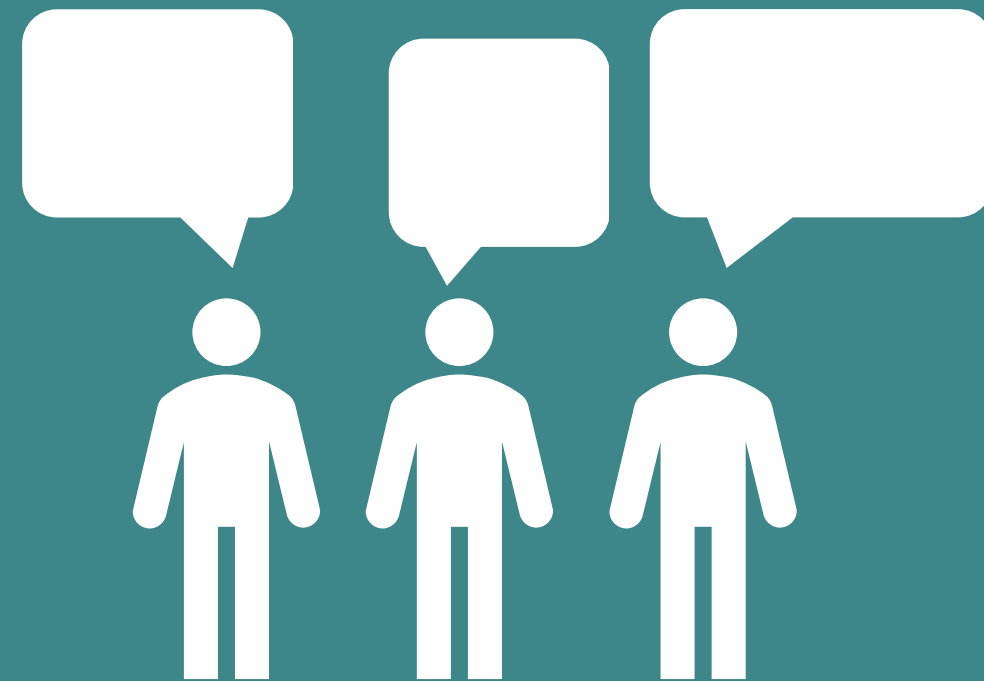


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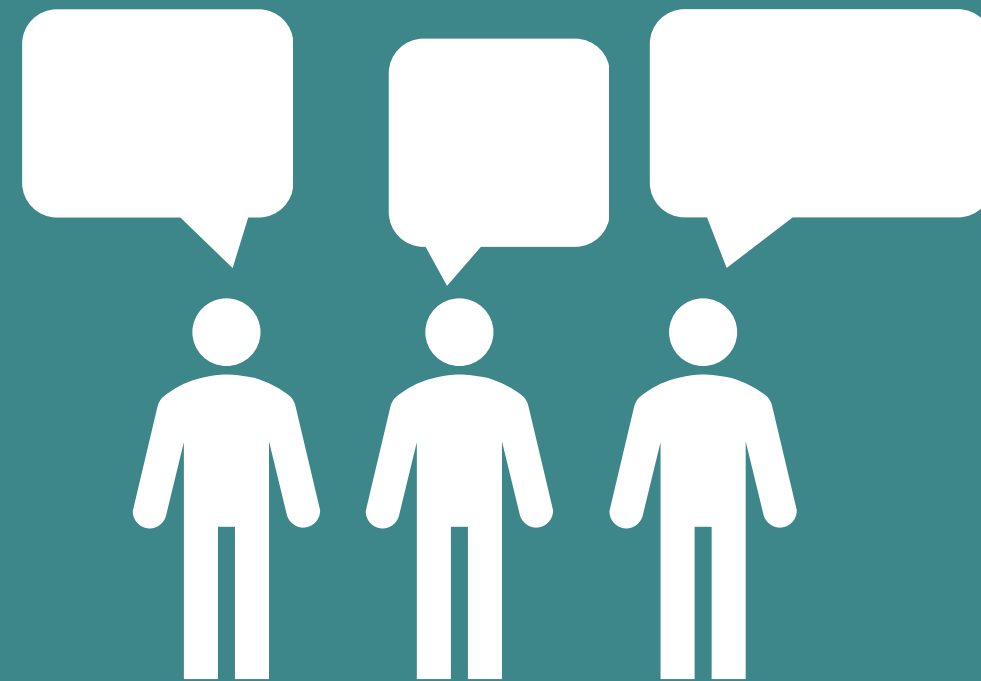




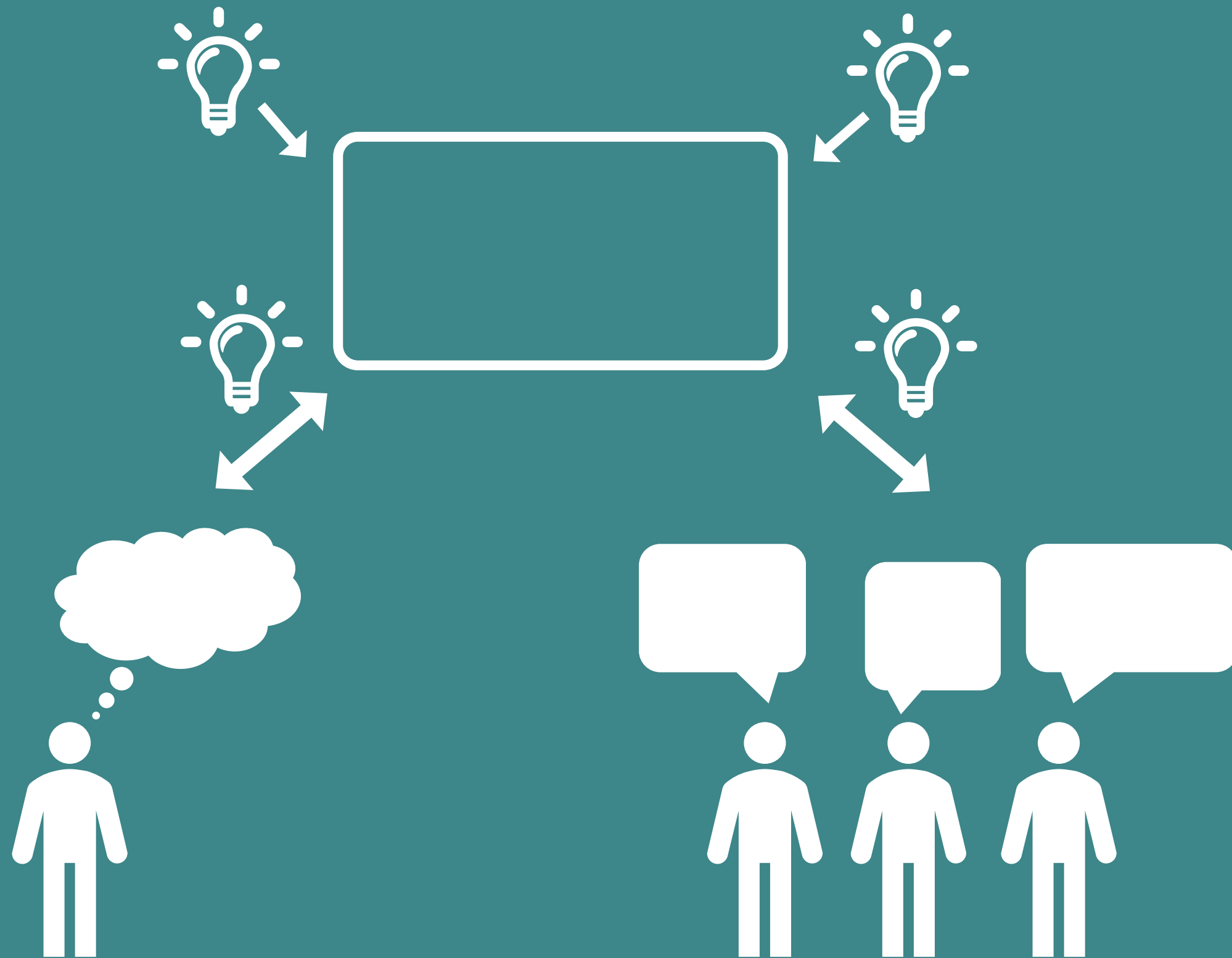
3. Unknown Motivators



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3. Unknown Motivators

Make the choice that
will help your goals





The Mindset Shift





ENGAGEMENT LADDER WORKSHOP

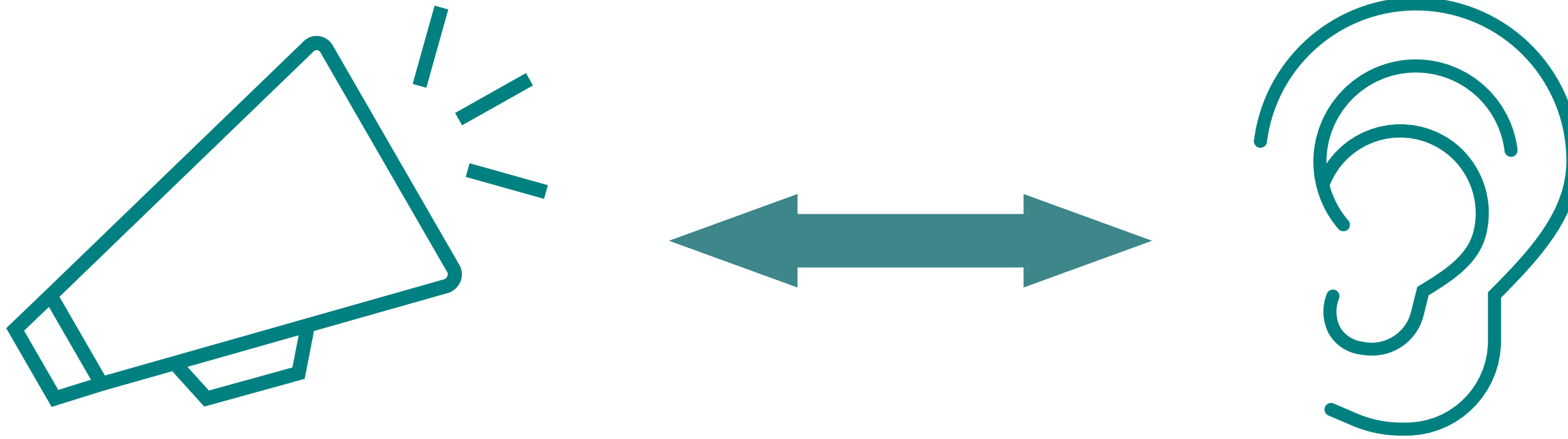
What Does it Mean to Engage?

engage: to offer something, such as one's life or word, as backing to a cause or aim: to expose to risk for the attainment or support of some end

What Does Engage Mean to You?

engage: to take action towards your mission

The Mindset Shift

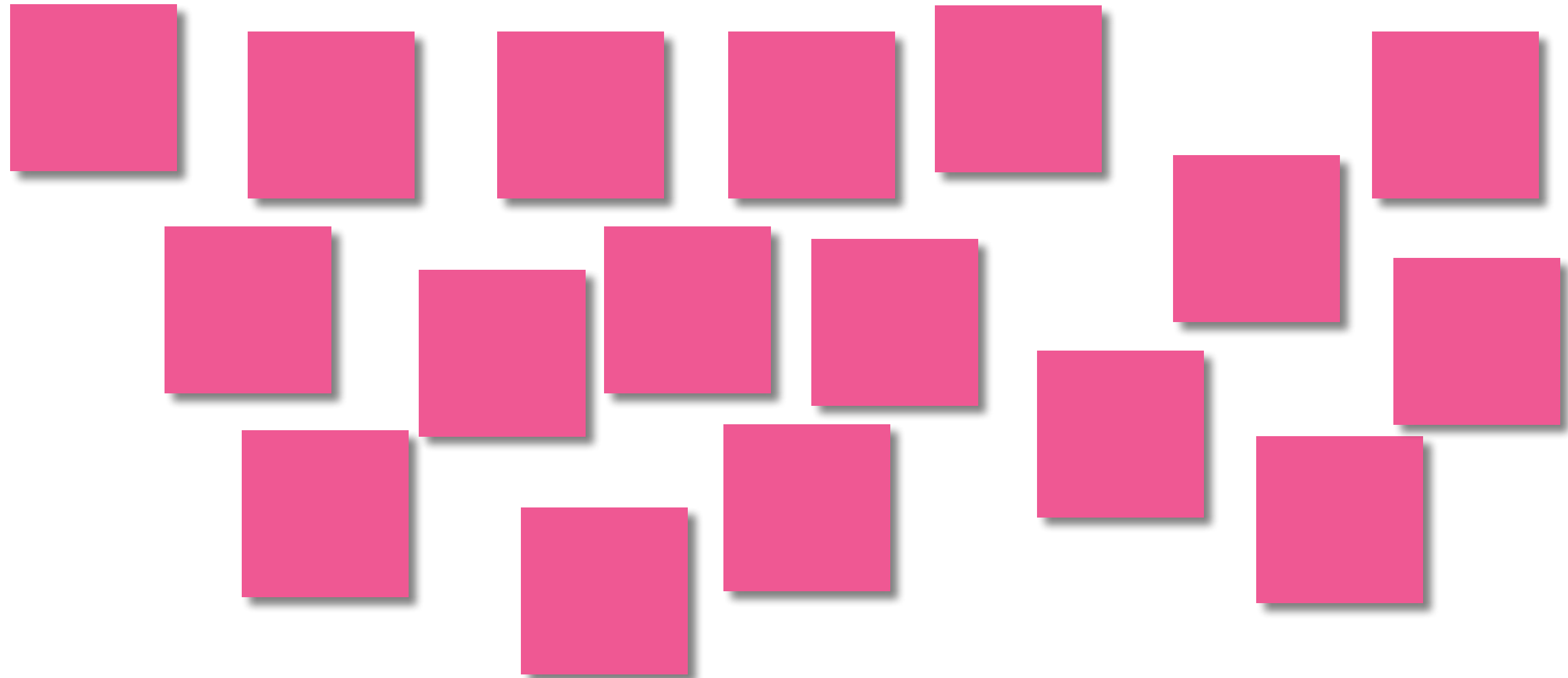


Engagement: Who are you looking to engage?

- Audience
- Partners
- Members
- Visitors
- Donors
- Volunteers
- Researchers

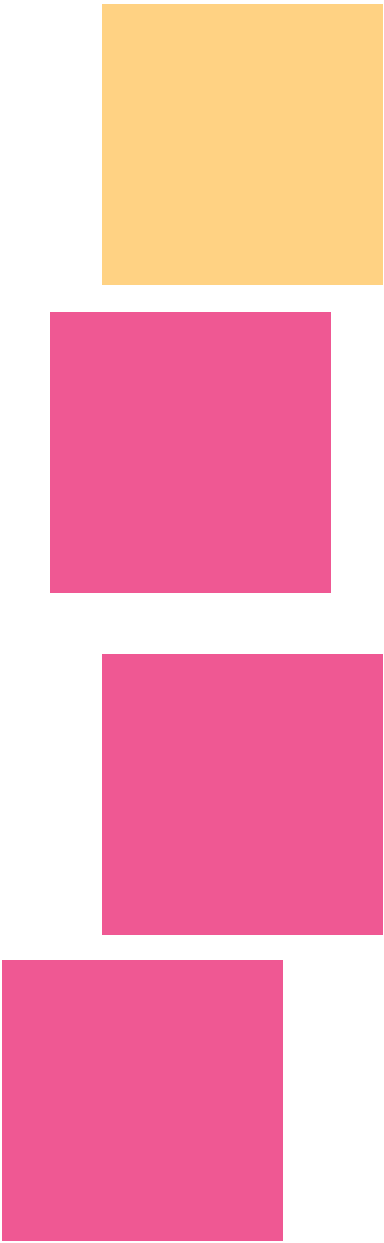
What Actions Are They Taking?

How do people show you they are engaging with your organization?

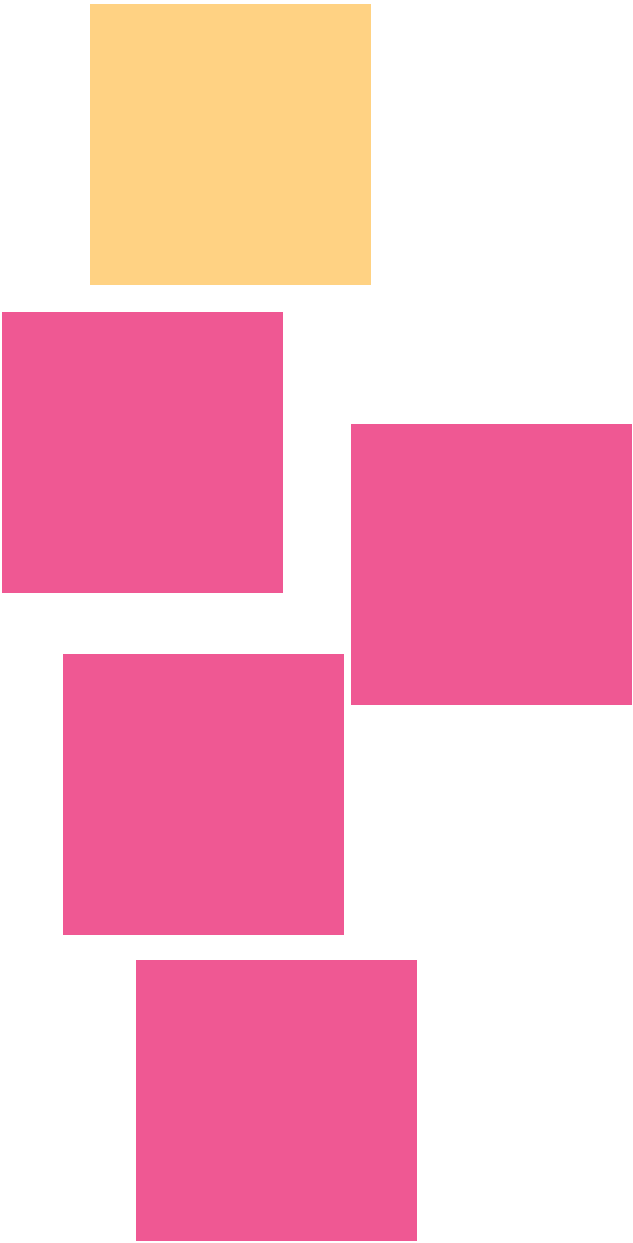


Sort

Initial Interaction

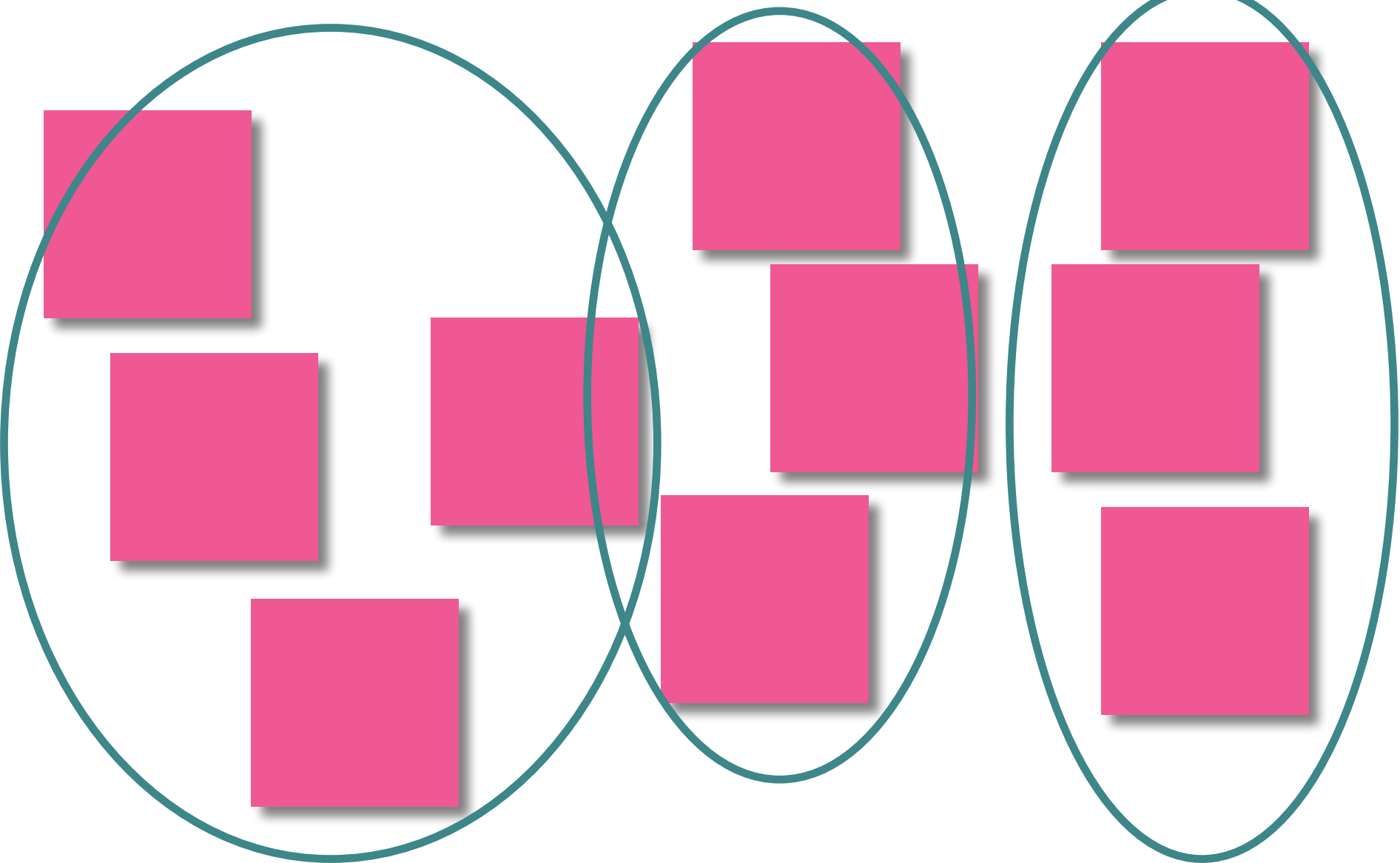
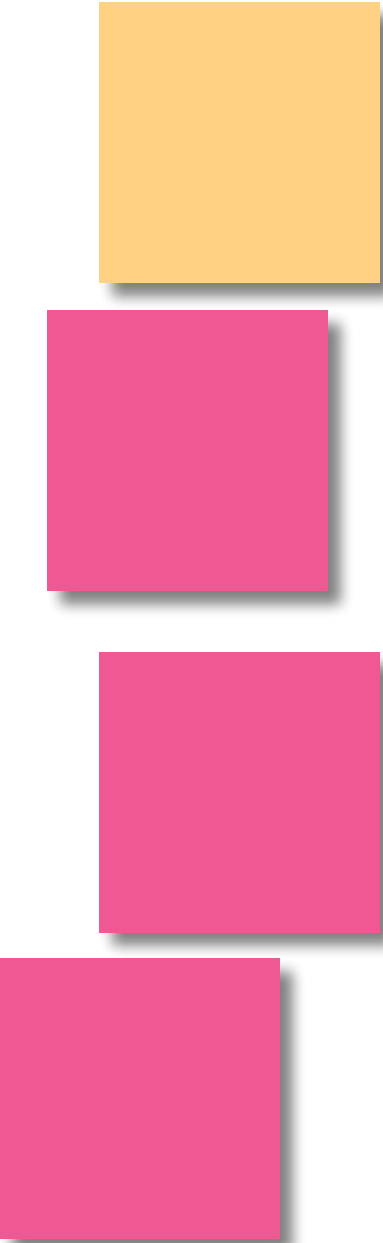


Champions!



Group

Initial Interaction



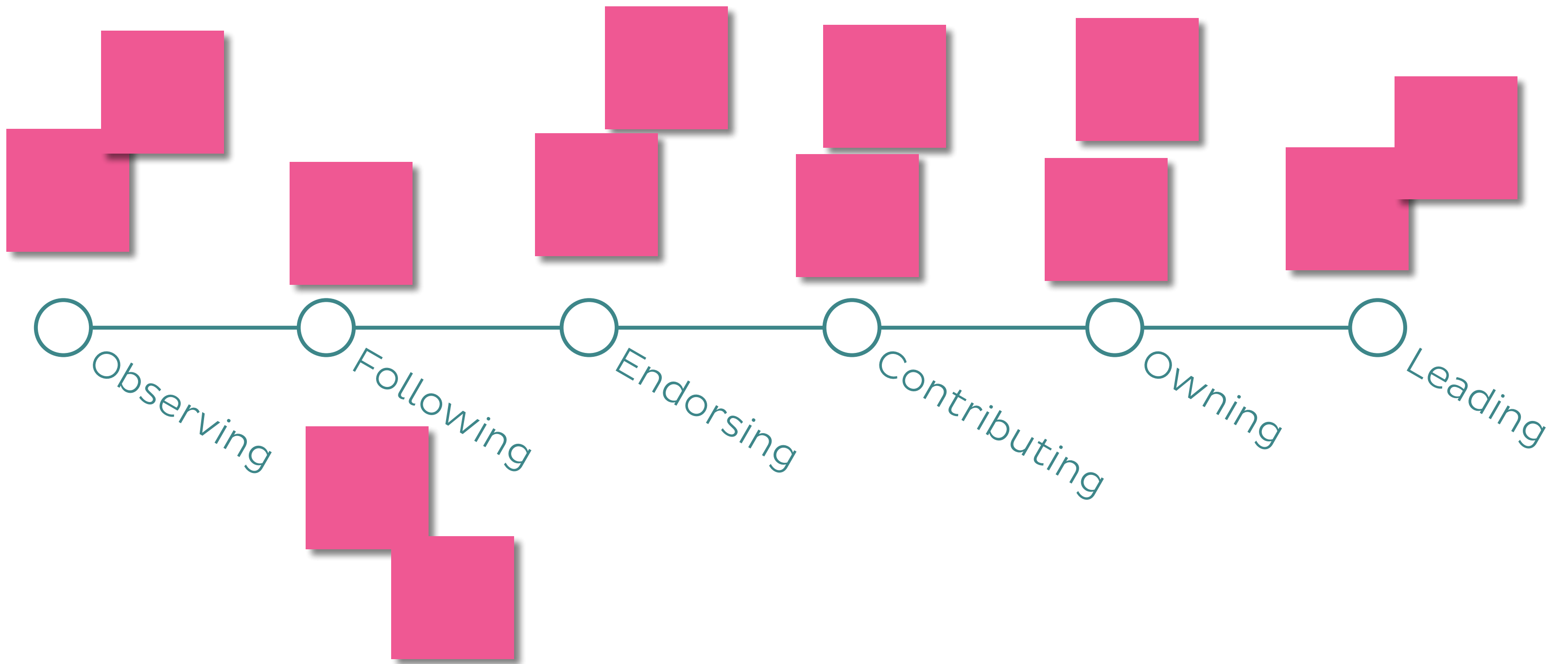
Champions!



The 6 Stages of Engagement



Fit to the Stages



Take a Moment

- Where are there gaps in your engagement?
- How might you fill in those gaps with more ways for people to engage with you?
- How can you guide people from one engagement stage to the next?

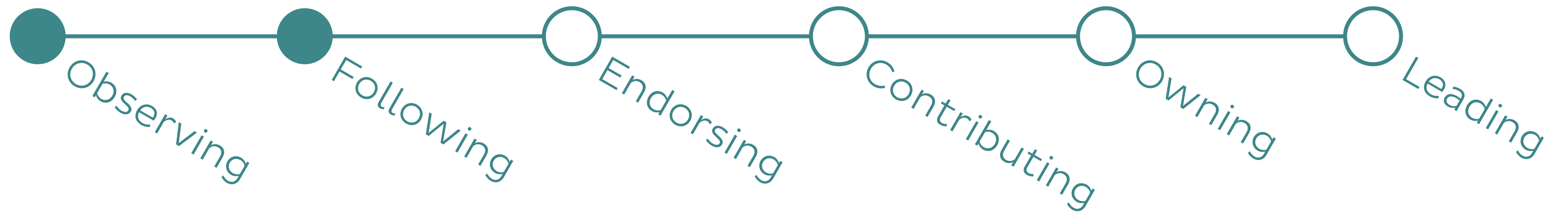
Engagement Examples

Building Cycling Diversity

- This national cycling advocacy organization struggled with broadening the diversity of participants going through their programs
- By talking with leaders in various communities, we discovered there were many opportunities for people to feel like this program ‘wasn’t for them’
- Solution: We detailed interaction points in the program and improved each to use less jargon, more diverse photos, and seek networks to support students



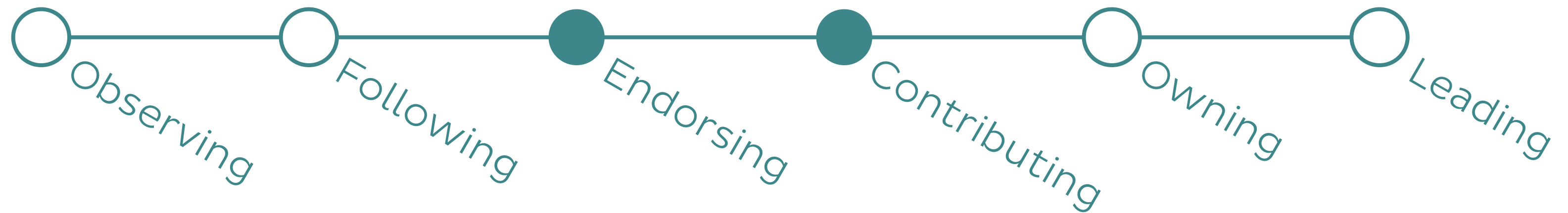
The 6 Stages of Engagement



Moving From Entertainment to Philanthropy

- This arts organization was frustrated that the popularity of their events wasn't turning into broader support for their organization
 - By building their engagement path, we discovered they were not guiding attendees to see them as more than entertainment
 - Solution: We developed strategies to inform attendees about the larger goals and mission of the organization and guide them to opportunities to support them
- photography

Moving From Entertainment to Philanthropy

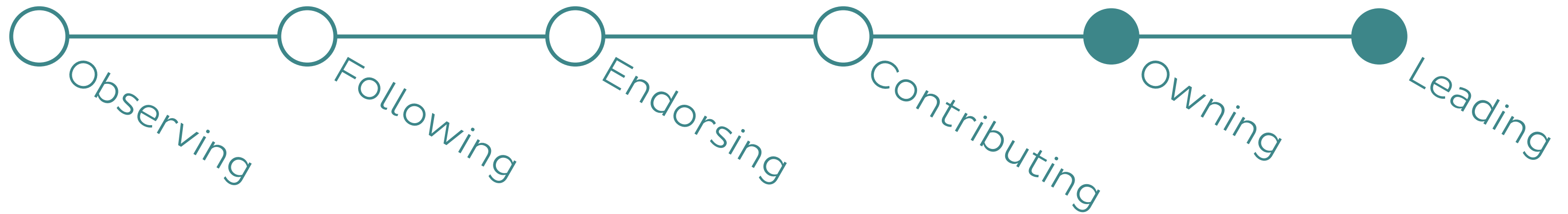


Turning Passions into Long-term Activism

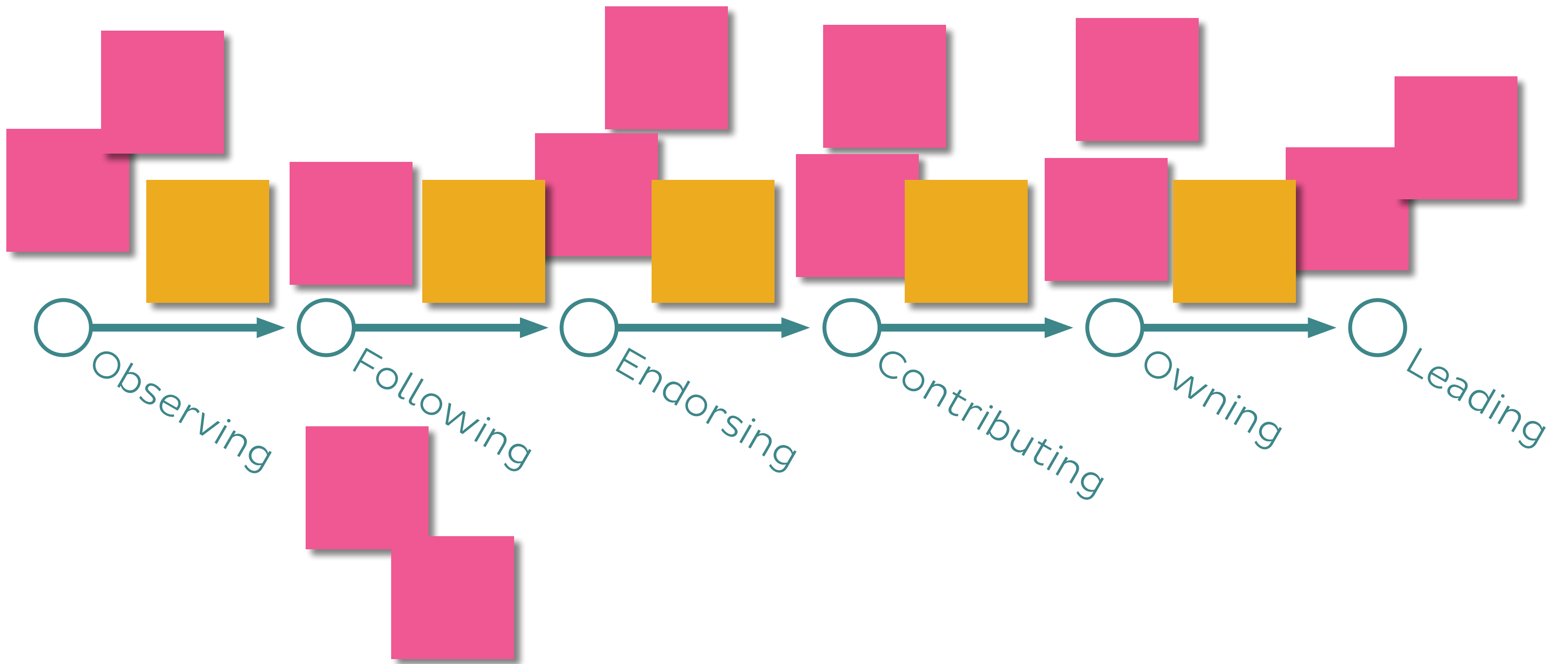
- This organization was growing and wanted to find ways to guide more newcomers into long-term supporters
- Through interviews, we found current long-term supporters were feeling disconnected by the push to be more 'accessible'
- Solution: Provide different, more behind the scenes information to those ready to become and those who already are long-term supporters



Turning Passions into Long-term Activism



Fit to the Stages



Discuss with your group

- What is your biggest engagement gap?
- What ideas can you share for guiding people to the next stage?

Breakout Rooms



Share

What new ideas did you hear for guiding your stakeholders?

Ways To Guide

- What are you asking them to do at each stage of engagement?
 - Join a mailing list
 - Donate to a specific cause
 - Learn about your work
 - Advise on a compelling program
 - Share your work to friends

Ways To Guide

- What do they need to know, hear, or experience to step up?
 - The impact numbers behind your work
 - How your work fits into the big picture
 - A personal story about your work
 - How your work affects their community
 - Educational stories about your work

Ways To Guide

- How are you listening ?
 - Asking open ended questions
 - Scheduling 1-on-1 interviews
 - Interacting on social media
 - Sending short surveys
 - Leaving space at the end of events

Engagement Coaching

Build your own Engagement Map that defines

- Your engagement stages
- How to fill in the gaps
- Exactly how to guide people



Thank You

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