



Leading by Convening

Doing the Work Together

Building Engagement

The following are some ideas for generating learning activities for stakeholder engagement around a particular topic. The main purpose is to bring people together to work on issues they care about. In our experience, we needed to develop a list of potential things and let people choose what had value for them. This list can get you started; you will have others.

Think about maximizing engagement by linking two or more of the activities. Keep in mind that engagement depends on the participants seeing value in the activity and feeling that they are contributing in meaningful ways.

Anybody can deliver information; you want engagement.

1. Together, build a stakeholder-recommended document repository. Include formal regulations and guidance as well as practice documents, websites, videos and articles from the popular press. Aim to make this a one stop location on topics connected to your content area or focus.
2. Produce and host a webinar or webinar series organized by your stakeholders, with invited speakers identified by your members.
3. Share leadership across a variety of stakeholders, create a dialogue guide on a document of importance to your content area or a specific focus of implementation. [See how to create a dialogue guide in Appendix Six, Meeting to Co-Create Tools and Learning Activities.]
4. Create a site where your stakeholders can interact on this issue. [Many free and inexpensive sites are publicly available. See Related Work in the Blueprint Section at www.ideapartnership.org for examples.]



5. Host a virtual dialogue on a question that your members develop with a summary posted to a virtual site that your stakeholders share or another website that is agreed upon by your stakeholders.

6. Develop a regularly scheduled poll (weekly, monthly, etc.) based on issues raised by your stakeholders.

7. Invite guest bloggers on a topic from a range of perspectives. Then, as a follow up, host a virtual dialogue based on the blogs.

8. Develop a collaborative blog.
 - Identify a webinar of interest to all stakeholders.
 - Invite five designated viewers from different roles to view a webinar.
 - Hold a call to develop the collaborative blog entry.
 - Co-create the blog.
 - Post the collaborative blog to your virtual site.
 - Invite comments and follow up on potential connections expressed.

9. Other, developed by your members.

