



# Leading by Convening

*Ensuring Relevant Participation*

## What's in It for Me?

### Creating Professional and Personal Value

One error that we made as we began to work across groups was mistaking participation for involvement. When you are convinced of an opportunity or a course of action, it's easy to become very focused on convincing people of your viewpoint. In our early work we found ourselves reviewing the participant lists and feeling good that so many had come to hear our message. Soon we learned that a participant list is just that; nothing more. To engage people, we had to support and encourage interactions, exchange views and form opinions about the personal and professional value of continuing to engage.

Following are some things we did to help participants engage. For each strategy, identify why you think it helped turn participants into partners.

**What’s in It for Me?** (continued)

To Support Engagement	Value to Moving Participants to Partners
<p>At each meeting, we conduct a public count of the roles (personal connection to the issue) represented by the attendees.</p>	
<p>At each meeting, we do a public count of the organizations represented among the attendees.</p>	
<p>After taking counts, we publicly note and set goals for engaging underrepresented groups (roles and/or organizations).</p>	
<p>We publicly ask if the mix of roles and organizational reach is significant enough to be a catalyst for practice.</p>	
<p>At meetings, we have shorter content presentations followed by longer interaction sessions.</p>	
<p>Pairs or teams of partners from different organizations facilitate the interaction sessions.</p>	

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**What’s in It for Me?** (continued)

To Support Engagement	Value to Moving Participants to Partners
<p>At each meeting we create a voluntary list of organizations that want to take a leadership role on an issue of interest.</p>	
<p>We create customizable messages about the content that partners are encouraged to share with their networks.</p>	
<p>We send pairs or teams of partners to high-value meetings to present on the issues we are pursuing.</p>	
<p>We are attentive to sending a mix of partners from a variety of roles whenever we present to others or facilitate engagement.</p>	
<p>We are attentive to using the work of each partner organization as it relates to our shared work.</p>	
<p>We provide teams of partners to attend key meetings and obtain buy-in from organization leaders.</p>	