

ESSENTIALS IN SUCCESSFUL AND
SUSTAINABLE COMMUNITY ENGAGEMENT



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EFFECTIVE COMMUNITY ENGAGEMENT



SETTING THE
STAGE FOR
EFFECTIVE
COMMUNITY
ENGAGEMENT

➤ THE INTANGIBLES THAT CANNOT BE QUANTIFIED

- LISTENING
- TRUST
- RESPECT
- RAPPORT

➤ BUILDING A SOLID FOUNDATION

- MINISTERIAL ALLIANCE
- THE SNOWBALL EFFECT
- BENEFIT FROM ALTRUISM



EFFECTIVE ENGAGEMENT - LISTENING



Eye Contact



Ask one question
at a time



Pay attention



Do not interrupt



Do not assume
anything



Take notes

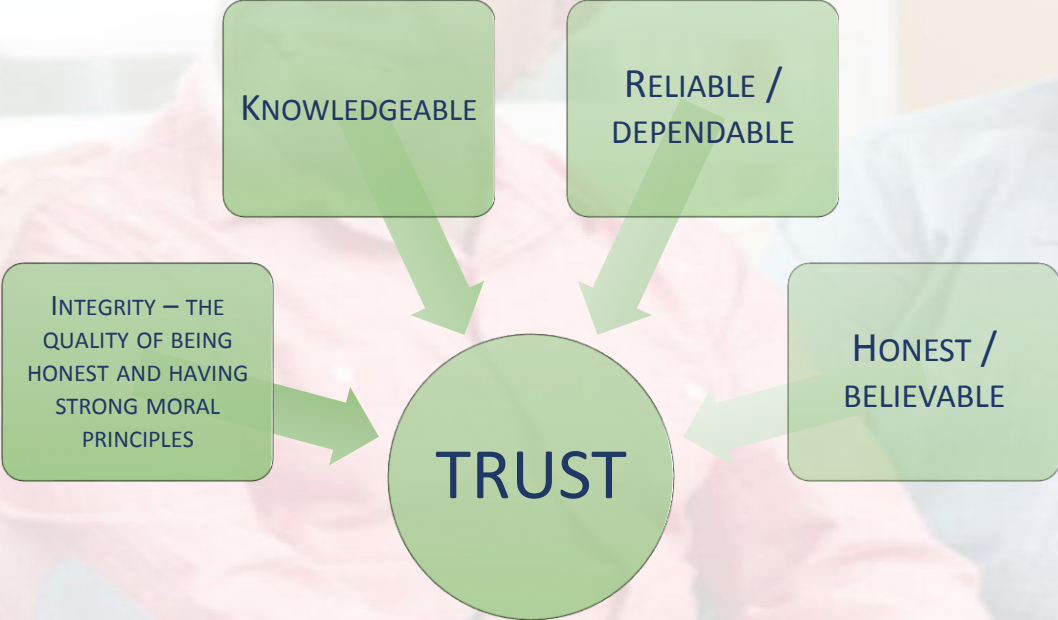


Give 2-3 seconds
pause time



Focus on the topic
of discussion

EFFECTIVE ENGAGEMENT - TRUST



Trust and Respect

- Trust and respect is the mortar that holds together the building block of successful community engagement
- When the trust account is high, communication is easy, instant, and effective.

EFFECTIVE ENGAGEMENT - RESPECT



TAKING SERIOUSLY OTHER PEOPLES'

- FEELINGS
- THOUGHTS
- BEHAVIORS
- NEEDS
- UNIQUENESS



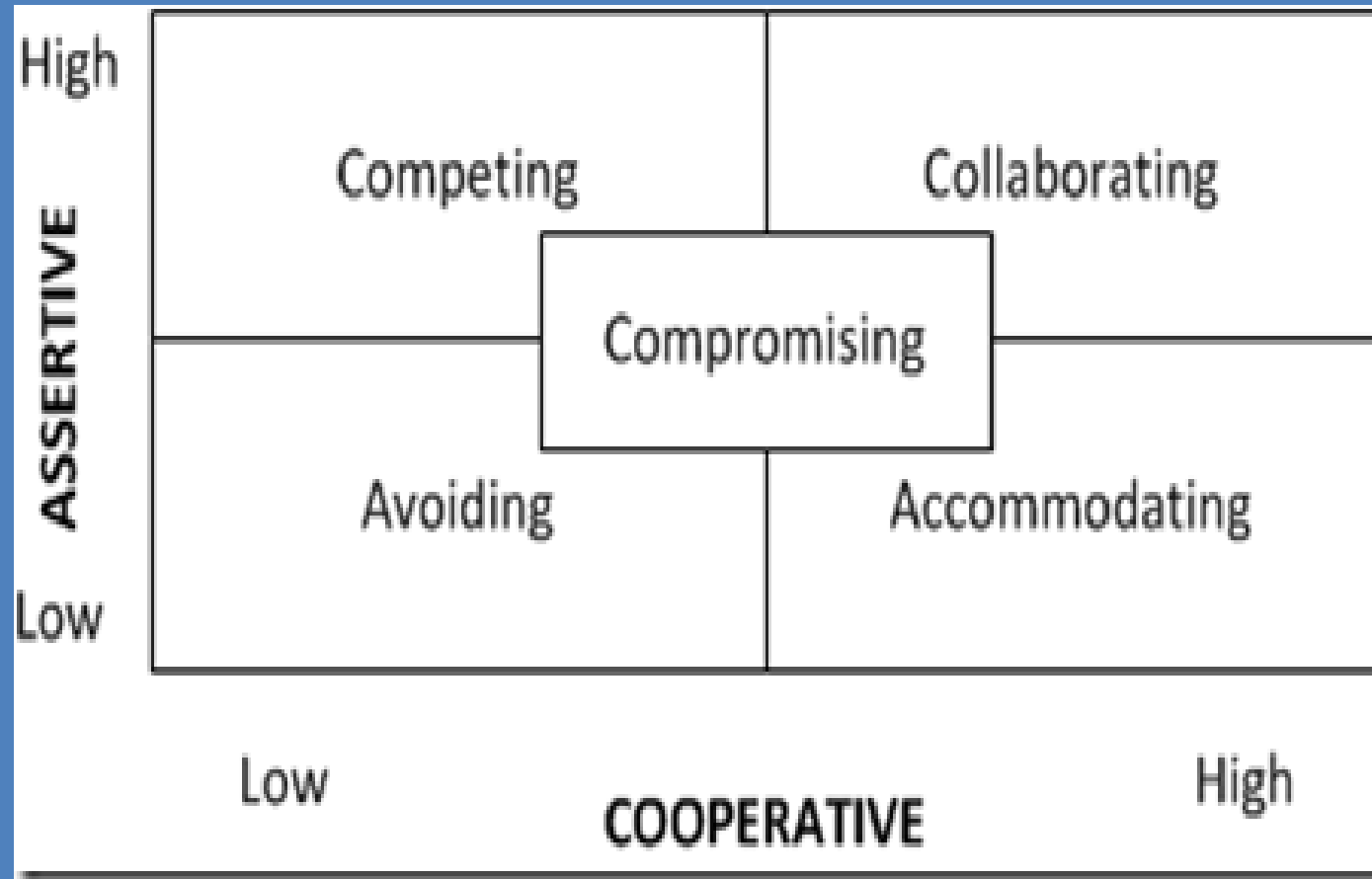
When people are like
each other they tend to
like each other

People could be visual,
auditory, or kinesthetic

➤ BUILDING A SOLID FOUNDATION

- MINISTERIAL ALLIANCE
- THE SNOWBALL EFFECT
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Understanding Conflict Styles in The Community



Accommodating

- **People who accommodate are unassertive and very cooperative.**
- Give in during a conflict
- Acknowledge they made a mistake/decide it was no big deal
- Put relationships first, ignore issues, and try to keep peace at any price
- **Effective when the other person or party has a better plan or solution**

Avoiding

- **People who avoid conflict are generally unassertive and uncooperative.**
- Avoid the conflict entirely or delay their response instead of voicing concerns
- Can create some space in an emotional environment
- **Not a good long-term strategy**

Collaborating

- **Collaborators are both assertive and cooperative.**
- Assert own views while also listening to other views and welcoming differences
- Seek a “win-win” outcome
- Identify underlying concerns of a conflict
- Create room for multiple ideas
- **Requires time and effort from both parties**

Competing

People who approach conflict in a competitive way assert themselves and do not cooperate while pursuing their own concerns at another's expense.

- Takes on a “win-lose” approach where one person wins and one person loses
- Does not rely on cooperation with the other party to reach outcome
- **May be appropriate for emergencies when time is important**

Compromising

Compromisers are moderately assertive and moderately cooperative.

- Try to find fast, mutually acceptable solutions to conflicts that *partially* satisfy both parties
- Results in a “lose-lose” approach
- Appropriate temporary solution
- **Considered an easy way out when you need more time to collaborate to find a better solution**

Exercise

True or False Quiz

- Community engagement is a mechanism for forcing residents to take responsibility for their community.
- An expert is required to carry out community engagement activities.
- Community engagement requires a long term commitment.
- Leadership from within the community is always better than leadership from outside.
- Giving constructive criticism is important for good community engagement.

HOWARD PARK INITIATIVE

Levels of Community Engagement

PASSIVE

Local residents and organizations are informed of issues by external organizations

REACTIVE

Local residents and organizations provide input into the priorities and resource use of external organizations

PARTICIPATIVE

Local residents and organizations influence the priorities and resources of external organizations.

EMPOWERMENT

Local residents and organizations work in shared planning and action with external organizations

LEADERSHIP

Local residents and organizations initiate and lead, with external support, on issues.

LEVELS *of* ENGAGEMENT

Communication

Communication underpins all collaboration. Effective communication, within a framework of community engagement must be based on a pattern of mutual dialogue and respect..

Community Engagement; is Not a Science

- What remains constant are the innate needs of security, connectedness, recognition, meaning, and sense of self

Leading Practice Principles

- 9 principles which can help you avoid common mistakes
 1. Clarity of purpose
 2. Commitment
 3. Communication
 4. Flexibility and responsiveness
 5. Timelines
 6. Inclusiveness
 7. Collaboration
 8. Continuous learning

The 5 W's

Who

- Who does the organizing agency want to engage? Who will benefit from engagement?

The 5 W's

What

- What methods will be used for engagement? Are certain methods best suited for certain purposes? What are the limitations and benefits of each method? What resources are needed?

The 5 W's

When

- When and how will the community be engaged? When will the community be available for engagement and is the organizing agency prepared to meet with the community on the community's time schedule?

The 5 W's

Where

- Where will engagement of the community take place? Will it be at a public forum, the local community center, over the phone, or at an agency-organized event?

The 5 W's

Why

- Why is engagement necessary? Is it the intention of the organizing agency to inform, consult, involve, collaborate or empower the community?

Five Step Engagement Planning Cycle

- Design and Plan
- Prepare and Organize
- Implement
- Follow-up and Feedback
- Evaluate

Design and Plan

- What are the objectives?
- Stakeholder analysis - who should be consulted?
- What are the constraints & opportunities?
- What resources are available?
- What will be the indicators of success?

Prepare and Organize

- Preparing an action plan
- Where will community engagement events be held?
- What publicity is needed?
- What information should be given to participants?
- Who will run the events?
- What are the measurements of success?

Implement

- What is meant by implementation?
- Have arrangements been confirmed?
- Do presentations need to be rehearsed?
- What difficulties might be faced?
- What strategies are there to deal with them?

Follow-up and Feedback

- Why give feedback and follow up?
- When should feedback and follow up occur?
- How should feedback be given?

Evaluate

- What are the benefits of evaluation?
- What might an evaluation consider?
- Have evaluation techniques been selected?

Techniques for Community Conversations:

■ TIPS FOR A GREAT CONVERSATION

- Focus on interests and not on positions
- Accept and acknowledge each person as an equal
- Speak with your heart and mind
- Watch for and eliminate judgements/bias
- Listen, understand, and be opened to new views and abandon pre-conceived notions
- Breathe deep to provide time for thinking and reflection

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THANK YOU!

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