

Forms of Engagement

One to many-----Many to many

	Presentations & Panels	Town Halls, Surveys	New Styles of Storytelling	Information Exchanges	Collaborative Actions
IAP2 Spectrum*	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Intent	Information out	Public comment	More voices, options, ideas	Collective intelligence of a group	Broadly embraced systemic action
Benefits	Expert perspectives better understood	Public perspectives expressed	More nuanced understanding of different perspectives	Cultivates relationships and mutual understanding	Shared action that meets the needs of diverse individuals and the system -- community, organization -- as a whole
Power & Participation (who sets the agenda, provides content, and interprets it?)	Hosts set the agenda, experts provide the content and interpret it.	Hosts set the agenda, individuals provide the content, experts or hosts interpret it.	Hosts may lightly set the agenda with a theme. Or individuals set their own agenda. Individuals provide content and interpret it.	Hosts, sometimes a mix of diverse partners, lightly set agenda with a theme. Individuals and experts provide content, interpretation is done collaboratively.	Hosts, usually a mix of diverse partners, lightly set the agenda with a theme and involve people from different aspects of a system. People from the “whole system” provide content and interpret it collaboratively.
Examples	<ul style="list-style-type: none"> • TEDx • Texas Tribune 	St. Louis Public Radio #BeyondFerguson event	<ul style="list-style-type: none"> • Curious Nation • CIR Coloring book • Budget Hero • Jasiri X rapping the news • Oakland Voices • The Moth • Storycorps 	Unite Rochester Listening Tour	We Create Here Affordable Housing
Approaches	Q&A	Public Insight Network	Comments	<ul style="list-style-type: none"> • World Café • Open Space Technology • Loomio.com • Maestro Conference 	<ul style="list-style-type: none"> • Open Space Technology • Future Search • Wisdom Council

*IAP2=International Association for Public Participation