

Community Impact Kickstart

Assessing, honing, and redefining what community engagement means to your company

The following process takes place over an approximately 3-hour working session

Step 1 of 3	How	Why
Identify organization's values and goals	<ul style="list-style-type: none"> Working with your team, identify values and long-term community goals that also serve business goals Workshop existing values and goals to ensure that they reflect company intentions 	Strong and tested values are the foundation of meaningful and successful external engagement
Step 2 of 3	How	Why
Take stock of existing community engagement	<ul style="list-style-type: none"> Review and assess existing community engagement, its role in the company, and the impact that has been achieved so far Discuss the successes and challenges of existing efforts 	To know where we're going we first have to know where we've been
Step 3 of 3	How	Why
Identify opportunities for achieving goals and determine next steps	<ul style="list-style-type: none"> With the information from steps 1 and 2 in mind, identify opportunities to pivot existing efforts and/or create new ones that will build toward achieving goals Establish standards against which performance can be measured during implementation 	We make sure our clients have the right tools and guidelines to strike the precise balance of agility and precision when designing community engagement

Result: An audit report with key findings that will serve as a road map for the creation of a structured community engagement initiative