

Corporate Community Engagement Design

Researching, analyzing, and designing a holistic community engagement program that meets pressing community needs and establishes your business as an integral community leader

Step 1 of 4	How	Why
Internal Groundtruthing™	<ul style="list-style-type: none"> • Work closely with your organization to build a thorough understanding of what it is and how it functions, with: <ul style="list-style-type: none"> ○ Key team member interviews ○ Internal document review • Define areas for growth capacity within your organization 	Successful programs require a thorough understanding of organizational capacity
Step 2 of 4	How	Why
External Groundtruthing™	<ul style="list-style-type: none"> • Engage cross-section of stakeholders and data points via: <ul style="list-style-type: none"> ○ Online research and benchmarking ○ Interviews of key community leaders and members ○ Assessment of existing and potential program beneficiaries • Determine key community issues, met and unmet needs, and opportunities for influence 	Successful programs also need to be designed in light of the target community's composition, capacity, and opportunities
Step 3 of 4	How	Why
Identify opportunities and design engagement	<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 • Plan engagement according to findings • Establish standards against which performance can be measured during implementation 	We strike the balance of agility and precision required to design successful engagement
Step 4 of 4	How	Why
Compile findings for optimal client integration	<ul style="list-style-type: none"> • Compile findings into a Community Engagement Playbook™ tailored to the client's organizational structure and processes for seamless operational integration • Present findings to client 	The right information in the wrong form seldom achieves its potential. We format deliverables to eliminate obstacles to that potential.

Result: A holistic engagement program based on thorough research and analysis of targeted communities, compiled into a Community Engagement Playbook™ tailored for ease of integration

