

THE INTENTION IS: TO ENGAGE WITH COMMUNITIES

Suspend judgement and with an open heart really try and walk in the shoes of others

The stakeholder (group) I am undertaking an empathy walk with is/are: Citizens

What do they think and feel about the INTENTION?
(what matters, what holds their attention?)

- That we have a voice
- Involved in decision making
- What's important to them

What do they see around them about the INTENTION?
(environment, behaviours, impact)

- That it covers all communities
- Seen to be engaging transparently
 - Seeing the results

Empathy Map

What do they hear about the INTENTION?
(from friends, the media, etc)

- Whether their experience was positive or negative
 - We are attempting to engage
 - Positive/negative slant to media's portrayal

What do they say and do about the INTENTION?
(attitude and behaviours, towards self and others)

- Some people will be positive and will be keen to engage
- Some people cynical, not interested in engaging

In the context of the above what do we need to change?

- Promotion and communication of the results of the consultation
- Use feedback from citizens in order to drive improvement

In the context of the above what have we learned?

- Demonstrating the results
- Opportunities and leading by example
- Empowerment – citizens lead ideas

This is part of a process. Ideally you then go out and spend at least half a day in the stakeholder world and ask them these questions – or you invite them into an inquiry where you explore the questions together