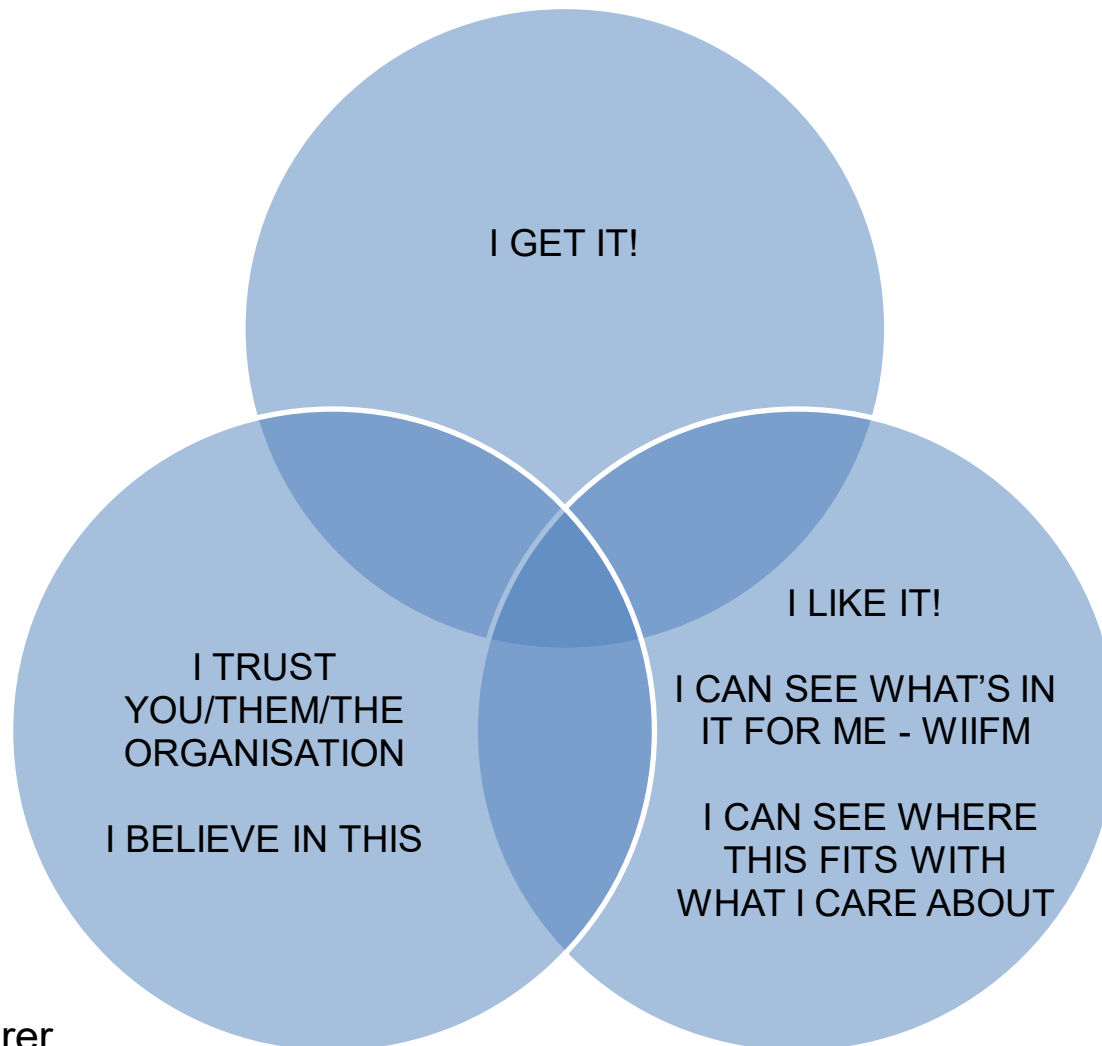


Core Factors for Engagement



Options to Increase Engagement

UNDERSTANDING

Ask them to share what they do understand (to identify gaps)

Use visuals, headlines & detail

Ask questions to allow them to apply knowledge

Involve others who have greater/different levels of understanding

Start with THEIR world, not yours

Provide opportunities to reflect, discuss, match to existing knowledge.

Avoid - Tell once and go away

TRUST

Build Trust in YOU

WHAT'S IN IT FOR ME

What could be the benefits of this?

- In the short, medium, long term
- Time, Cost, Resource

Describe rational & emotional aspects

Explore what they care about & where /how this fits – however little

What would be a help right now?

What can you usefully focus on to help you?

What aspects do you like or do fit?

How can we make this work better for you?

Take an adult-adult approach, real world. 'nothing's perfect'