REACHING DIVERSE VOICES

9 TIPS TO BRING NEW PERSPECTIVES INTO YOUR PROCESS

Robust, effective engagement processes are as representative as possible, and processes are only representative if they include diverse views.

There's a range of reasons people might not participate. These reasons range from fear around sharing their views publicly to poor facilitation, lack of appropriate activity options or a belief that their view isn't valued.



ACTIVELY SEEK OUT OTHER VIEWS.

Identify and connect with those who have a different view. Understanding their perspectives will help you plan better, broaden your own understanding and tap into a different cohort.

GET RANDOM.

Random,
independent selection
- stratified to ensure
the group is broadly
representative of key
demographics in the
wider community - can
be included in one or
more phases of your
engagement process.

ANALYSE COMPREHENSIVELY.

Conduct a thorough stakeholder analysis and understand 'the whole system' – don't assume the people who self-select represent the whole.

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Here's 9 WAYS to help encourage diverse views in your next engagement

process.

LET PEOPLE KNOW.

Communicate that your organisation wants to hear everyone's views and that diverse perspectives will be valued and included.

INVEST IN PROFESSIONAL FACILITATION.

An experienced facilitator will support conversations in a way that's inclusive, encourages participation and sharing of ideas and gets the most out of a group.

GO TO THE SOURCE.

Talk to representatives from a diverse range of groups and ask them how best to engage with them and what barriers might prevent them from participating.

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MAKE THE EFFORT.

Specifically target groups less likely to participate and organise tailored activities that suit their needs.

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CONSIDER ACTIVITIES AND CHANNELS.

Diverse, appropriate channels and options help to encourage a wide range of people to participate.

KNOW WHO'S IN THE ROOM.

Understand who is or will be present and use that knowledge to create a space that welcomes everyone.