



Practical Strategies for Increasing Consumer Engagement and Leveraging Consumer Voice

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Topics for Today

- Context Setting
- Levels of Engagement
- When it Fails
- Strategies for Increasing Engagement

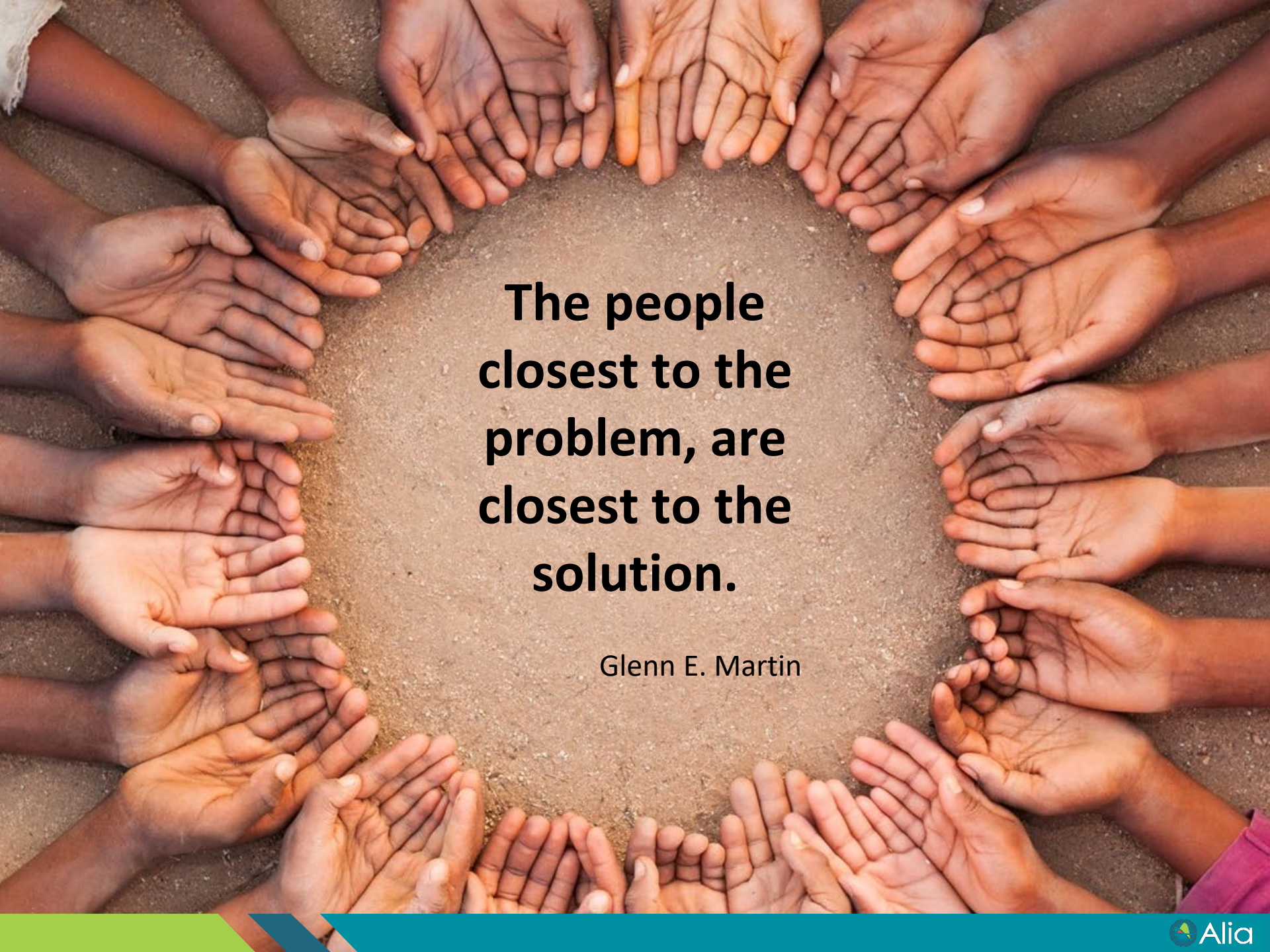
Engagement is Universal

I am most comfortable
engaging when

_____.

When you think
of Consumer
Voice, what
comes to mind?

Why does
Consumer
Voice matter?



**The people
closest to the
problem, are
closest to the
solution.**

Glenn E. Martin

Levels of Engagement



When it fails...

1. Engaging without trust
2. Trying to engage before INFORMING
3. Having a One Size Fits All Approach
4. Picking 1 person to represent all
5. All talk, no action
6. Square peg - round hole (business as usual)
7. Asking for “Free Expertise”



Strategies for Increasing Engagement

Community Cultivator

A lived expert role is based on harnessing who they are in life – not what they've learned from a profession. When there is discomfort, it hits at the core.

Organizations need to understand this and set up the role in a way that illuminates the unique contribution of the individual while minimizing the places where would be sharp edges deeply felt.

Strategies for Increasing Engagement

- Engage a champion
- Know who your consumer is- use your data
- Break all the rules
- Prepare yourselves and your teams
- Lean in to being human
- Create conditions to build trust

Preparing to be more trusted partners..

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Dear Leaders,

A resource of starting points for leaders
in child welfare to bring family **voice**
and **power** to the system.

“Like all systems, systems of oppression,
inequality, and inequity are by design.
Therefore, they can be redesigned.”

Antionette Carroll

 **Alia** + **IDEO** + Lived Experts + Leaders

Strategies for Increasing Engagement

- Engage a champion
- Know who your consumer is- use your data
- Break all the rules
- Prepare yourselves and your teams
- **Lean in to being human**
- **Create conditions to build trust**

Strategies for Increasing Engagement

- Mind the balance of power
- Bend over backwards to make it easy
- Practice Radical Hospitality
- Prioritize AND meet the needs of the consumer
 - Location
 - Time of day
 - Food
 - Childcare
 - Transportation
- Compensate fairly & timely



What are the demographics of the consumer voice being sought?

What level of engagement are you seeking?

What can you Start, Stop, Continue in your engagement efforts?

PLAN

Stay in touch!

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