

COLLABORATIVE ENGAGEMENT CANVAS

Client / Project:

Version:

ISSUE

What is the core issue being addressed?
What risks are present?



OBJECTIVES & DESIRED OUTCOMES

What are the requirements and opportunities of this initiative?

MUST HAVES

NICE TO HAVES



KEY CONSTRAINTS

What will influence decisions and possibilities and needs to be closely considered in planning this initiative?
Timelines, relationships, budget, governance, etc.

CAN INFLUENCE

BEYOND SCOPE OF CONTROL



PLAYERS & ROLES

Project Team

Who are the core decision makers on the project?
Who are the key points of contact for day-to-day issues?

Campaign Team

Who are the leaders attached to this wider initiative?
How can this group best be engaged and demonstrate leadership through their advocacy and participation?

Campaign Advocates

Who are the external stakeholders who might champion this initiative?
How can we engage and involve these individuals and groups early on and throughout to gain momentum?

STAKEHOLDER MAP

This often requires separate workshop

Who are your stakeholders? (Formal and informal)
What are your relationships with them?
How do they interact with each other?
Are there any issues, politics, baggage?
What key use cases need to be prioritized?

DETRACTORS

Who might be skeptical about this initiative?

DATA & ANALYTICS

What type(s) of information will help you to achieve your objectives and reach your desired outcomes?
What types of reports and data formats will be the most useful to you?
How often should different reports be generated?



CONTENT STRATEGY

Are there specific questions that you want answers to or topics that your community wants to engage around?
Are there natural themes or categories by which to organize your approach?
This often requires a separate workshop to fully develop.



WIIFM/FOLLOW THROUGH

(What's in it for me?)
Why will different stakeholders take part in the exercise?
What value (*tangible and intangible*) does this exercise deliver to participants?
What will be done with the results, and how can I stay informed?



COMMUNICATIONS & PROMOTION

What opportunities exist to ensure the success of this initiative?
What opportunities are there to leverage existing channels, events, networks, etc.?



PARKING LOT – OPPORTUNITIES / ASIDES / ETC



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COMMUNICATIONS & PROMO



PARKING LOT –

