

## Amplifying Network Engagement

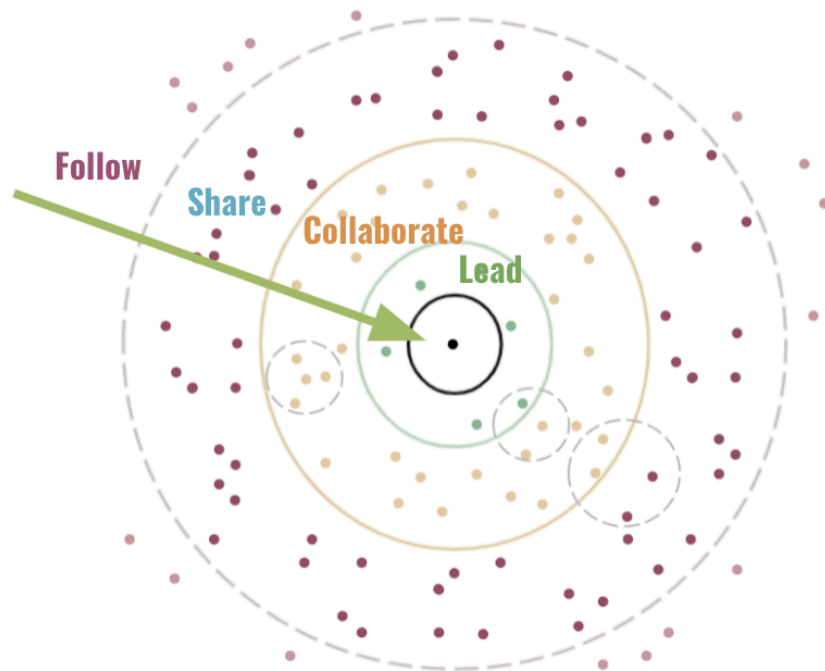
Identify 3 current challenges related to participant engagement in your network.

Write down a possible root cause for each challenge.

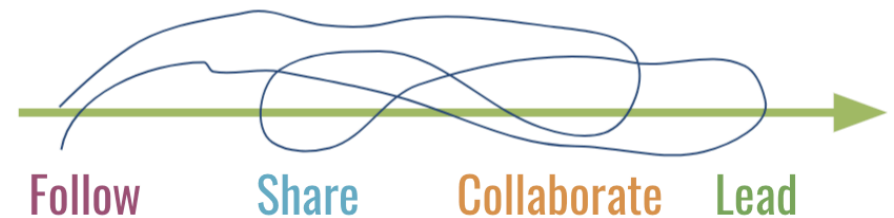
Write down another possible root cause. Are any of your challenges connected to a segment on the spectrum of engagement (follow, share, collaborate, lead)?

Write down one potential approach for addressing each of your challenges. (Check the list of supporting activities for ideas on the next page).


## Spectrum of Participant Engagement



People participate differently at different times.  
They move back and forth along the spectrum.  
There is not a destination.



## What Engagement Looks Like Across the Spectrum

### Follow

Reading  
Listening

### Share

Reading  
Listening  
**Attending**  
**Learning**  
**Contributing**

### Collaborate

Reading  
Listening  
Attending  
Learning  
Contributing  
**Presenting**  
**Designing**  
**Producing**

### Lead

Reading  
Listening  
Attending  
Learning  
Contributing  
Presenting  
Designing  
Producing  
**Coordinating**  
**Facilitating**

## Coordinator Activities Supporting Participation

### Follow

Clear  
communication  
  
News they can  
use & diffuse

### Share

Knowledge  
management  
  
Forums for  
dialogue  
  
Psychological  
safety

### Collaborate

Project support  
  
Project updates  
  
Document  
production  
  
Subject matter  
research

### Lead

Systems and  
processes  
  
Thought  
partnership  
  
Network  
research