



COLLECTIVE INSIGHT

Newsletter

Volume One, Issue Eleven
Winter 2023



Our Year In Review

Engagement Tips Wrapped

If you have been following us, you know that each month we put out tips, tricks, and reminders for effective engagement. This month we are featuring a look-back on what we have covered over the year.

1 Start Somewhere.

Many organizations delay engagement because they do not know where to start. We get it. Building trust in communities (especially communities often left out of decision-making processes) takes time. We promise it is a worthy investment. Start small but start somewhere. See our [February](#) issue for more on how to engage early.

2 Get Organized.

Good engagement happens when it's clear to meeting attendees that you have put in the effort to make meetings organized, accessible and worthwhile, as discussed in our inaugural [December](#) Newsletter. Think about your goals and priorities and how they align with those of your attendees and develop an agenda reflective of this. If the meeting is in-person, consider transportation assistance, food, and parking.

Winter Newsletter Topics:

- Our Year in Review
- Engagement Spotlight: New Book!
- Showing Gratitude in Engagement

3 See the Bigger Picture.

When a group is trying to get to a solution, it can sometimes feel overwhelming to manage differing viewpoints. In our [Summer](#) newsletter we discussed the importance of taking a reflective pause during moments of disagreement (or even moments of agreement) to dig into the meaning behind someone's words. By "listening" to the data in this way we better position ourselves to find commonality and honor group preferences.

4 Use Plain Language.

Plain language means communicating in a way that your reader can easily find what they need, understand what they find, and use that information ([Center for Plain Language](#), n.d.). Using plain language is a critical first step in making engagement accessible to people with a diversity of experience and expertise. We highlight key resources on how to practice communicating in plain language in our [September](#) newsletter.

5 Engage and Re-Engage.

Sometimes during long-term engagement projects, you will see a dip in energy from the group, particularly among those who have been involved for a long time. This is natural, however, if certain members continue to lack enthusiasm, you must find out why and seek solutions, rather than simply seeking new members. See our [March](#) newsletter for tips on how to engage and re-engage old and new members alike.

6 Celebrate Good Problems.

Good problems happen when people are passionate about your project. We go over “good problems” like what to do when too many people sign up for an engagement process and how to manage constructive conflict in our [April](#) and [May](#) editions. These good problems show that you are doing something right.

7 Wrap Up Effectively.

The end of an engagement project is the time for integration. When an engagement workgroup ends, reserve some time to celebrate milestones, collect feedback, and talk through key learnings, as mentioned in our [June](#) newsletter. End with a bang, not a fizzle!

8 Recognize What is Beyond Control.

Engagement is not a process that we can control, but rather one that we can nurture, as highlighted in our [October](#) newsletter. Take the time to acknowledge and debrief problems along the way. Use key texts like Arnstein’s Ladder ([Arnstein, 1969](#)) as discussed in our [January](#) newsletter to think about how to advance meaningful engagement in the future.

Engagement Spotlight

NEW BOOK
NOW AVAILABLE



Collective Insight is delighted to share the publication of **“Ethics and Integrity in Research with Older People and Service Users,”** which includes our authored chapter, ‘Theory and Practice of User Involved Research.’

Thank you to Dr. Roger O’Sullivan and Emerald Publishing for featuring Collective Insight and our PAE Attention Framework. We’re honored to be part of this collection alongside other authors from the United States, Europe, and the United Kingdom.

The ideas and insights shared in this collection will help improve research methods that prioritize individuals, ensuring ethical studies for older adults and more.

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