# 5 Levels of Engagement

1. What’s our intent? 2. Where are we now? 3. Where do we need to be? 4. What’s necessary to achieve the change we seek?

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Now (existing forms)

Future (new forms)

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|  | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** |
| Impact on system | Understand | Improve[[1]](#footnote-2) | Evolve1 | Invent1 | Transform1 |
| Use of power[[2]](#footnote-3) | Inform | Consult | Involve | Collaborate | Empower (sharing power) |
| Engagement method | One-way Communication | Arbitration or Direction (someone else decides) | Mediation/Negotiation | Collaboration/Interest-based negotiations/Design | Co-creation/Co-design |
| “My” experience | I was updated on the work | I gave my input into the work | I gave my input and it’s clear that it was considered in the design | I know that my interests are helping to shape the design because I’m at the table | My interests helped shape the vision that’s driving all the work |
| Often appropriate for |  | Shared Problems | Shared Concerns | Shared Interests | Shared Future |
| Resolving conflict (e.g. over a shared resource) | Finding a more agreeable resolution to the focal problem | Designing a win-win solution to a complex shared problem | Co-designing and realizing the shared future we want to create together |
| Challenges | Making sure the communications “land” and are meaningful | Getting people to agree that the problem is a problem and that it’s their problem too | Setting aside favored solutions to allow genuine collaboration | Building genuine empathy and interest in building the capacity of the whole community | Getting people to efficiently and effectively work together from a shared intent |

1. Levels of innovation from Cheskin Research [↑](#footnote-ref-2)
2. From the International Association for Public Participation (IAP2) [↑](#footnote-ref-3)