



# A Checklist for Superior Engagement

By Scott Gould, author of *The Shape of Engagement*

→ **Scatter** your message to people

- E** Express your message as an *invitation* for people to engage, not just *information* for people to consume  
(Think *RSVP. How do they respond?*)
- N** Navigate to common ground within your 'field' by asking people questions and finding out what things you share, such as values, aspirations or needs  
(Think 'in what way are we a Venn diagram?')
- G** Give your message opportunity to spread far and wide, and scatter it generously, because never know who'll respond and who won't  
(Think of that show everyone is talking about.)

→ **Gather** by meeting with people

- A** Align yourself around those who *do* respond and invite them to engage more – don't worry about those who *don't* respond, their time might be later!  
(Think 'a bird in the hand is worth two in the bush')
- G** Gather people both to *yourself* and to *each other*, which creates social identity – and give people a way to show that identity to others  
(Think of Apple's white iPod headphones)
- E** Experientialise the moments when people interact with you and your offering, because things that engage our senses are the type of things we remember  
(Think Disneyland. How do you Disney-fy what you do?)
- M** Make room for people to be involved in your experiences, because when they get to share in it, they'll invite others to see their involvement  
(Think all the parents coming to watching their kids in the school play)

→ **Matter** through meaning for people

- E** Empower people to extend their experience of what you're doing into their everyday life, following up with tools and concepts to help them do that  
(Think giving someone a fishing net. What net can you give?)
- N** Narrate the stories from those who interact with you to others, as they best describe how meaningful it is to be engaged with what you're doing.  
(Think of any anecdote you love. That's what this is.)
- T** Transfer ownership of your thing to the people who love it, and let it become their mission to spread it too.  
(Think Star Wars fans)