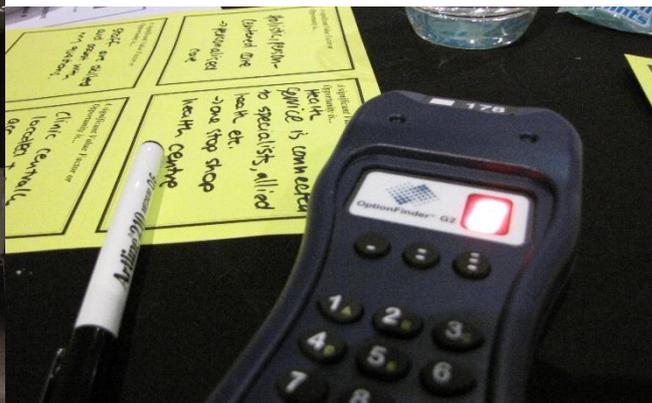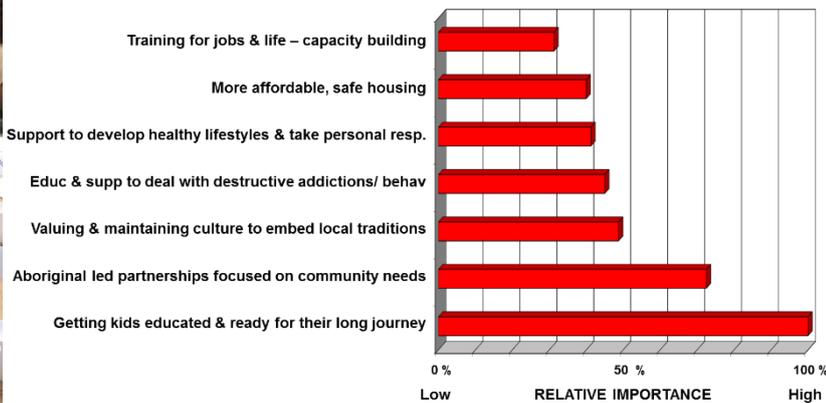# Community Leadership

Hierarchy of Challenges & Opportunities – Overall

Challenges you face – the three fundamentals

Commitment to a clear shared vision of success and a set of agreed priorities

- Community developed priorities with equal input from each and every participant
- Genuine engagement, consensus and shared commitment to the way forward
- Clarity and focus on what really matters to make it happen

Leadership skills and ability to listen, understand, facilitate, persuade and lead

- Teaching community based indigenous the skills, tools and techniques required for leadership in action
- Developing leaders and facilitators to guide the successful achievement of goals
- Coaching and supporting leaders to practically implement their community's vision of success

Capability to plan, support & translate ideas into successful outcomes

- Ability to engage the various groups within communities and actually manage the delivery of results on the ground
- Staff engagement, development and retention
- Organisational & Strategic planning
- Capability to translate ideas into Action

How we can help you

Commitment to a clear shared vision of success and a set of agreed priorities

Capability to plan, support & translate ideas into successful outcomes

Overall Description

A **high tech/high touch** approach has been designed that engages communities in a fair and equitable manner. Needs are discovered and ranked which provides clarity and focus for action. The process results in deeper understanding of needs, empowered communities and individuals in driving improvement and better outcomes. Overall the process of interaction and self-determined priorities results in significantly higher levels of understanding, agreement and focus for action. The basic steps include positioning, brainstorming ideas by individuals, consolidation of everyone's ideas, preliminary anonymous electronic polling, focused discussion and a final lockdown of priorities, after everyone has had a chance to have their say. Participants feel listened to and involved.

Collaboration and consultation by design

A scientifically valid yet highly empathetic and collaborative approach is fundamental to the design. Communities come in all shapes, sizes, vulnerabilities, fears, strengths and disabilities so accessibility, willingness and ability to engage are key. Communities and relevant organisations and programmes (eg Empowered Communities) form an alliance with Enzyme to discover and understand the priorities as seen by the communities themselves rather than external influencers. Those living with significant impairments are catered for – illiteracy, impaired vision, hearing and movement etc. Final feedback is anonymous. The net result is Community Led priority determination.

High tech high touch environment

Each community workshop has about 20 participants. Participants use a combination of workbooks to record personal thoughts and sophisticated electronic keypads for anonymous instant feedback. After some positioning and a deep relaxation and visualisation exercise of a highly successful community, participants are led with a silent brainstorm exercise of the Issues and opportunities. What is voted on is determined by the participants rather than facilitators. Voting includes forced-paired binary comparisons which leads to more accurate priorities.

Discovering the truth

Safe, accessible and inclusive engagement results in everyone having equal input and feeling they had been heard. The approach is undertaken with integrity, empathy and sensitivity to the environment, context and cultural norms. This develops relationships and engages the community in a quest to work together, learning from each other for better outcomes.

Ongoing measurement of social benefit

The community discovery technique discovers both qualitative and quantitative factors that are critical to any community. Social indices are calculated based on the community scores and reflect value and performance. The overall indices and their component parts can be tracked over time, including via the web, to ensure ongoing improvement or tracking of emerging issues. This continued engagement with the community ensures the benefits and behaviour change are sustained. Social based Net Benefit can therefore be measured and tracked. This involvement in the discovery process by community, leaders and various important community groups leads to healthier and more successful communities.

Structured, repeatable and transferrable
Positioning→ Discovery→ Consolidation→ Initial e-Prioritisation→ Focused discussion→ Lockdown. The social interaction is structured and ensures true discovery, innovation and avoids 'group think' and other biases from strong personalities. Techniques are facilitator independent. Outputs are self-documenting and don't require complex analysis. Consolidation across multiple communities is simple and enables wider consultation. Knowledge is constantly growing as community outputs are continually integrated. Skills can be transferred. This has enabled representatives from many different socio-economic groups, styles and 'tribes' to apply discovery techniques to their own communities.

Optimising Community Benefit and action
The approach described is being used in many business and organisational situations. Social innovation comes from modifying the tools, methods, materials and technologies to enable breakthrough interaction and learnings from communities which often appear problematic. The techniques have been formally validated by academics in international journals. Huge benefits both in value and economic terms have been delivered. Design also results in outputs that are naturally action oriented. The innovation in measuring what is normally qualitative in nature (eg Community Values) also enables fully interactive scenario planning to be conducted.

Timely community benefits are delivered
The significant benefits of the scientific approach give people a voice that is heard. The safe environment empowers vulnerable people get their real needs listened to. The fully quantitative community social Indices provide a measurable Base Line made up of every Issue and Opportunity identified by the community. This allows for higher focus and progress to be measured, based on the needs of the community and educating support service providers to be more empathetic to your community when they present at any access point.

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