Engaging the Citizen*  
50,000 ft Level

The Challenge

- Gov Complexity / Politician Insincerity
- Citizen Mindset / Untapped Potential
- Insufficient Comm

Citizen doesn't understand / doesn't care to understand or is not informed and wants to be given an opinion (while insisting it's their own opinion) or is cynical and disconnects from process.

Creating malformed participation

The Void

- Information gap
- Information overload
- Inappropriate priority establishment
- Ineffective / incorrect strategy

Wrong Message / Intentions / Results

Fact-less Noise / Poor Results / Disengagement

The Alternative

Sweet Spot: The intersection between government intentions / needs, the needs of the nation and the world and individual citizen needs

- Gov
- Nation / World
- Citizen

Vetting mechanisms (examples)

- Backcast
- 5 Whys

Sweet Spot: What do I want the citizen to ....

Think - Do - Feel

- Purpose / Interests
- Strengths / Abilities
- Needs

Citizen Sweet Spot: Tapping for maximum utilization

Producing communication plan / actions

Tapping strengths

Creating measurable intentions

*Can be adapted to business organizations, churches, not-for-profits, etc.