

Knowledge Mobilisation Guide

WORKSHEET 3: BE AN EXPERT IN YOUR ACTORS

Once you've identified a person or group of people whose action can make a difference in the problem you're trying to solve, you'll need to become an expert in them. Use this worksheet to focus your thinking about who they are, how they see the world, what action they might take, and where their attention is now.

Who can take action to address the problem you've identified?

What action do you want them to take?

Which decisions will be essential to taking those actions?

Is this something they are likely to want to do?

Is this action within their power?

What are some of their identities? *Identities* are the ways in which people see themselves, and the people who they see as being like them. We don't have a single identity, we have several. Our identities are derived from things like our religion, favorite sports team, political party, and family role.

Which of those identities is most relevant to the topic you're trying to engage them in?

What is their worldview? *Worldviews* are the lenses through which we see the world. They include our assumptions about physical and social reality. Our worldviews affect how we see issues like whether people should enjoy equal rights, or philosophies like socialism and capitalism.

What are their moral values? *Moral values* include our sense of right and wrong. They form over the course of our lives and are not easily changed. They are connected to our fundamental human emotions. They are often our reasons for taking action.

What is important to them?

Where is their attention now?

Which news outlets do they pay attention to?

Which social platforms are they active on?

What are some of their daily habits that might offer an opportunity to reach or connect with them?

Who are some of their influencers?

Briefly summarize your insights about what will be critical to keep in mind as you develop your products to ensure they will be relevant, useful and useable to people poised to make decisions and act on these issues.

Some sources for learning this information:

Their social media profiles: linkedin, Twitter, Facebook, etc.

News accounts--consider setting up a google news alert

Their professional biographies

Articles, op-eds and other things they've written

Insights from people who have interacted with them

Their documented public behavior: jobs, votes, etc.