

Knowledge Mobilisation Guide

TEMPLATE 2: CREATING AN ENGAGEMENT PLAN

Introduction

- Start with your theory of change
- Summarize what you've learned from the four questions worksheet

Your actors

- Summarize what you learned from completing the know your actors worksheet.

How you'll reach them

- Summarize what you added about these actors on your engagement plan worksheet

Their influencers

- Summarize what you captured about the people whose behavior and choices affect and influence your actors on the engagement worksheet

Tools you'll need to create

- Briefly describe the tools you identified in column 6 of the engagement worksheet

Timeline

- List the dates you identified in column 7 of the engagement worksheet, in sequence

Delivery mechanisms

- Identify the platforms through which you will share these tools, including interpersonal meetings, presentations, social platforms, media outlets and blogs

Listening and evaluation mechanisms

- Describe how you'll capture feedback on what you've developed and ascertain whether they're effective