



ENGAGE:
Co-Create Mutual Wins Early
with Stakeholders and Teams

THE IDEA

Seek Mutual Benefit and Shared Ownership



Newcomers often struggle to get interest and engagement from stakeholders and teams.

They rely on logic, mandate or authority to compel people to give their time and effort.

- A more effective strategy is to pursue mutual benefit. People become interested, feel ownership, are more creative and willing to help.
- You produce better results and more effective network ties. You also earn a reputation as someone others want to work with.

EXPLORE POSSIBILITIES



Find points of shared interest and overlap of ideas or projects. Think about how your group or project could also be valuable to others. Let possible contributors know what you are working on and explore/establish synergies.

Co-create solutions, goals and outputs. Don't present a fixed or one-sided plan to stakeholders and teams. Allow conversations, meetings and relationships to shape and define work.

Be comfortable in ambiguity. Stay open to adaptation of the work as ideas emerge. Share work-in-progress and preserve “open space” in meetings for people to add their perspective, offer ideas.

TAKE ACTION

Engage Collaborators for a Shared Win



Think about a current assignment or challenge and who you could involve. Consider teams you are currently on, influential people who are tied to key groups and/or cross-boundary groups.

Take a next step to engage key people:

- *Ask, Where does our work overlap or intersect?*
- Personalize the benefit: look for shared savings, greater efficiency, exciting challenge, developmental opportunity, access to others or any other reason that holds value.
- Hold virtual or in-person sessions to pose a challenge and explore ideas among subject experts and stakeholders.
- Hold space at the end of one of your usual meetings to explore ideas and prompt for overlapping interests.