

Why Increase Participant Engagement?

Having participants engaged improves learning and creates stronger working relationships, processes and results, and helps your work be more effective.



What drives engagement? Motivation!

- Motivation is a process that directs our energy to accomplish a goal. It binds emotion to action.
- When we see the value in what we are doing and its' relevance to our values and perspectives, our motivation increases.

Greater engagement leads to greater learning and commitment.

Characteristics and skills of a motivational facilitator

- **Expertise** – Having subject knowledge and/or process tools to share and utilize. We can help! Or we know how and when to ask for help!
- **Empathy** – Knowing the goals and expectations of the participant, keeping things realistic – what can or cannot be done, active listening, inclusion, respect and adapting the situation to meet the participant's needs.
- **Enthusiasm** – Value and support the process! Acknowledge that boredom, stress, lack of success, and loss of purpose can occur. Use facilitation tools to refocus.
- **Clarity** – Seek understanding of content, support various ways of thinking and learning so everyone can participate fully, and have clear goals and objectives.

Tools for increasing participant engagement:

- Start with introductions – the foundation of relationship building!
- Provide opportunities for sharing, networking, and discussion.
- Build cooperative and collaborative engagement – we are all in this together, united around a common goal! Share resources and responsibilities.
- Provide time for group processing and reflection – what is working? What isn't working? What can we change?
- Help participants realize they are responsible for what they learn and for the success of the collaboration.

