

Intention Setting: How to



An Inclusion Framework
for Change

INTENTION is a key part of this work - what is it that you are trying to achieve?

You can use questions like what would it look like if you are successful?

This gives us a clear goal for the work, and means we can come back to it when we need to make decisions, or adjust it when we understand more.

We ask you to look at your own intentions, as in what is important to you, and then to widen this out to what you think is the intention for your organisation and the project - what it is here for in your point of view?

Use any documentation you have - plans, vision and mission statements, any policies you might find helpful to bring in to help you understand the context for this work.

Go through each of the numbered questions by yourself, recording your thoughts on the worksheet.

Use these questions:
From your perspective:
What do you think is your intention with this project?

What do you think is the intention of the organisation or company you are in with this project?

What do you think is the overall project intention with this project?

As a team complete the second worksheet's statements:

“The intention of this inclusion project is...”

and

“We are doing this because....”

You can always do the group work on a wall or board - it helps to make it large and visible.

Intention Setting

Individual activity: do this on your own



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1. Mine

What do you think is your intention with this project?

2. Our company/ organisation

What do you think is the intention of the organisation or company you are in with this project?

3. Our Project

What do you think is the project intention with this project?

CHECK: Bring in your vision and values of your organisation to inform your thinking.

Intention Setting

Collective activity: do this as a team



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1. The intention of this
inclusion project is...

CHECK: Bring in your
vision and values of your
organisation to inform
your thinking.

2. We are doing this
because....

Audiences: How to

Collective activity: do this as a team



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1. Who are you doing this for?

Here we would like you to describe the people work with.

2. What do you know about them?

Here we would like you to describe what you already know and identify what you do not know, what you assume about them.

Work through each of the questions as numbered here and use the worksheet to capture your thinking. Then as a group check for your assumptions about them together.

You can always do the group work on a wall or board - it helps to make it large and visible.

We use the word as our very generalised catch-all term for types of people. You might call them clients, users, participants, customers, consumers.

Use whatever word is right for the work you do.

3. Who are you not (yet) working with?

Here we would like you to describe the people you are not yet working with as far as you can

4. Do they want this from you?

Here we would like you to consider if you are the right people to be delivering this from their point of view.

5. Do you know if they want this from you?

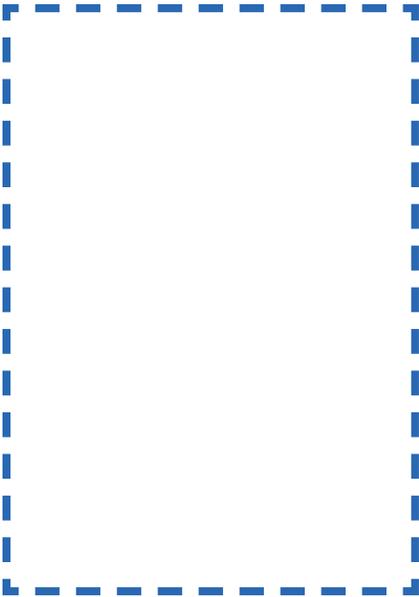
Here we would like you to consider if you are the right people to be delivering this from their point of view.

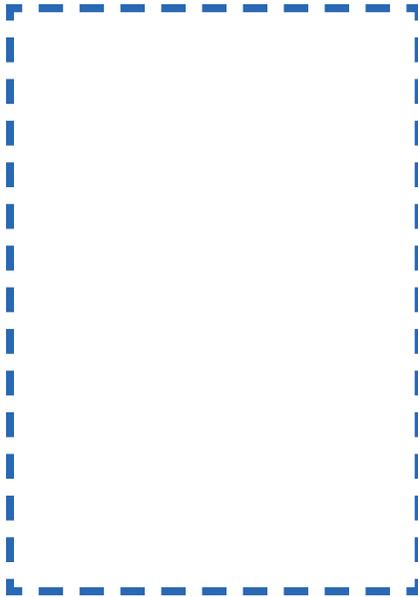
Audiences

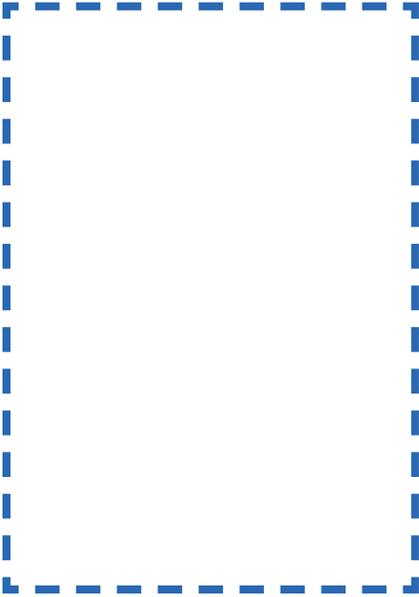
Collective activity: do this as a team
Print this out or draw up on a wall

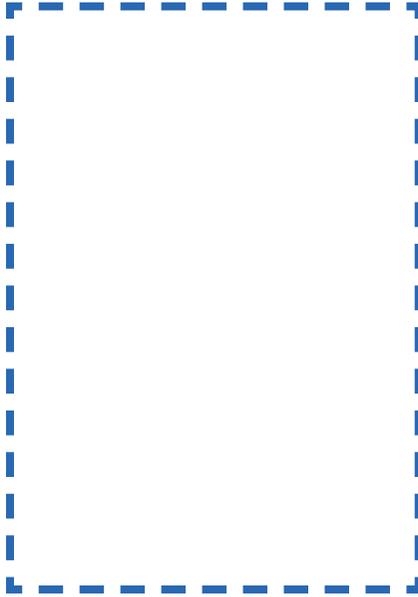


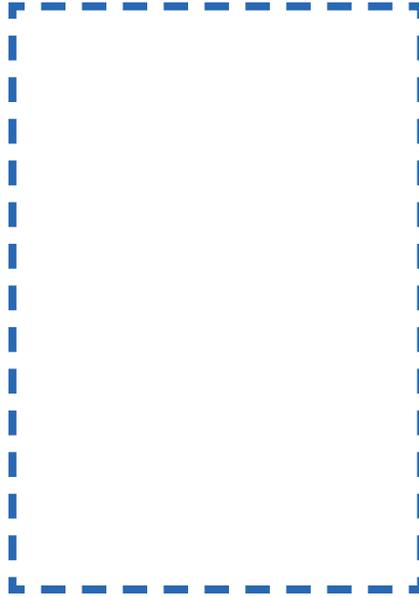
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1. 

2. 

3. 

4. 

5. 

CHECK: Make sure you are clear about the difference between what you know, what you think and what you assume.

Touchpoints: How to



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TOUCHPOINTS are the elements of your organisation that people touch when they encounter you. They can be hard physical such as devices, or offices or soft as in policies and culture.

Touchpoints are found in how you work, including things like:

- buildings,
- recruitment application & selection processes,
- governance,
- workshops and events,
- induction,
- new callouts and opportunities,
- websites,
- marketin campaigns,
- evaluation processes,
- procurement processes,
- publications and sharing opportunities,
- co-creation process,
- skills development opportunities,
- products
- services.

1. List out on the worksheet everything that you think that this audience touches in your work. Use the list to the left to help you think about what they might be.

2. Can you arrange your touchpoints below in a form that feels right to you?

How do your audiences experience them?
For example, do they encounter them in a sequence or in a random way?

Add group headings, or anything that helps them to make sense to someone else.

3. Now identify the 3 most important touchpoints that will have the biggest impact on your audience and achieve your intentions?

CHECK: Bring in your intention and your particular audience to help focus what you are doing. Bring in your plans/charts/audience data

Touchpoints

Intention:

Audience:

Collective activity: do this as a team
Print this out or draw up on a wall



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Power: How to

Collective activity: do this as a team



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HAVE

What power do you have?

Consider what you may already have from different sources:

- your job, social position or role?
- your ability to influence people?
- your experience and knowledge?

Check if you are underestimating what you already have - it might be invisible to you.

SHARE

Who can you share your power with?

Who can you give your power and solidarity to?

Who are you not giving it to now?
What might they need from you?

Check if you are missing someone and if they need it from you or others.

Power is a key element in making inclusion happen. Knowing what you have and need is a starting point for understanding if you can achieve what you are trying to do.

Work through the four sections in this diagram, and record your thoughts on the worksheet.

Together reflect on what this new picture tells you about what you can do to get what you need.

NEED

What is blocking your progress?

What power might you need to get around barriers, blocks or restrictions you might encounter? What permissions or approvals might you need to get this to happen?

Check what is limiting you & if you are avoiding power.

RECEIVE

Who has what you need?

How can they give you what you need?

Who can or might you collaborate with? What endorsements, approvals and backups can they give you?

Check if you are avoiding asking for help.

Consider what you can share and what others can give you will help you to explore how you can get past any blockages.

You can always do the group work on a wall or board - it helps to make it large and visible.

Power

Collective activity: do this as a team
Print this out or draw up on a wall



An Inclusion Framework
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HAVE

SHARE

NEED

RECEIVE

CHECK: Make sure you are aware of where you might be avoiding a conversation about power - some people find it hard to think about for good reasons.

Make sure you are not giving away what you have too quickly.

Capacity: How to

Collective activity: do this as a team



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HAVE

What capacity do you have to make this change?

Consider what capacity you may already have:

- Your capacity
- Your team capacity
- Your individual or collective professional+lived experience

Check if you are missing anything.

NEED

What capacity could you bring in or connect to in order to make this change?

What capacity could be brought in?
What help could you get to make this happen?

Check any limitations you might be putting on reaching out.

Capacity is a key element in making inclusion happen. Knowing what you have and need is a starting point for understanding if you can achieve what you are trying to do.

Work through the two sections in this diagram, and record your thoughts on the worksheet.

Together reflect on what this new picture tells you about what you can do to get what you need.

You can always do the group work on a wall or board - it helps to make it large and visible.

Capacity

Collective activity: do this as a team
Print this out or draw up on a wall



An Inclusion Framework
for Change

HAVE
NEED

CHECK: Make sure you are aware of anything that is missing, or limiting you, stopping you from asking for help.

Resource: How to

Collective activity: do this as a team



An Inclusion Framework
for Change

HAVE

What resources do you have to make this change?

Consider what resources you may already have:

- time
- money/budget
- anything specific to this change you are considering

Check if you are missing anything.

Knowing what resources you can commit to this work is a key element in making inclusion happen.

Knowing what you have and need is a starting point for understanding if you can achieve what you are trying to do.

Work through the two sections in this diagram, and record your thoughts on the worksheet.

NEED

What resources could you bring in or harness in order to make this change?

What resources could be brought in? What help could you get to make this happen? Where could you get these resources if you don't have them?

Check any limitations you might be putting on asking for help.

Together reflect on what this new picture tells you about what you can do to get what you need.

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Resource

Collective activity: do this as a team
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An Inclusion Framework
for Change

HAVE

CHECK: Make sure you are aware of anything that is missing, or limiting you, stopping you from asking for help.

If you can't do it the way you initially thought of, is there another way of approaching it that you can do?

NEED