

Know Your Community: **Traps to Avoid**

It is critical to gather and infuse public knowledge into your work if you want to understand your community and deepen the impact of your efforts.

Trap 1. We hold Community Conversations but don't infuse what we learn into our work

Trap 2. We confuse expert knowledge with public knowledge.

Trap 3. We spend more time talking about process than what we learned.

Trap 4. We don't have decision makers at the table when discussing what we learned.

Trap 5. We look for anecdotes not patterns.