

Community Conversation Cheat Sheet

What to Ask

- Use the Harwood Community Conversation Discussion Guide

Who You Should Talk To

- People with different perspectives
- Not just your traditional “audience”
- Go to enough parts of the community that you feel confident in what you know

How Many Conversations

- Start with three conversations
- Look for patterns to emerge
- A good test: Could you stand up in front of 100 people and talk about their concerns, aspirations, the issues that they wrestle with – and would they believe you?

How to Leverage Partners

- Who knows the part of the community we want to go to?
- Who already brings people together?
- Who would give us more credibility?

Where You Should Hold Conversations

- Places folks are familiar with and use frequently. Part of the community which usually means not a government or “official” place, nor a school
- Comfortable, not too noisy, not too many distractions
- Easily accessible for participants
- Examples: Community center, library, YMCA, places of worship, etc

What to Listen For

- You want to listen for the 7 Public Knowledge Keys
- Look for patterns - not just anecdotes.
- What are people wrestling with? Where are people getting stuck in the conversation?

Using What You Learned

- Use the 7 Public Knowledge Keys to help organize what you learned
- Meet with decision makers about the 2-3 most important things you learned
- Focus on what you learned – not the process
- Ask: What are the implications of what we learned for our work

For more resources visit:

www.harwoodonline.org/harwoodcpb