Engaging through display

Engaging through display uses the outputs from other engagement events, such as process maps to prompt both process players and users to reflect and to contribute to the ongoing discussion, highlighting the positives and negatives to working practice. Providing this opportunity can both attract and involve people, conveying equal benefit to the department hosting the display and the wider project and players. Displaying the input and team analysis for the duration of the project keeps the focus clear, demonstrates transparency, encourages reflection and allows further thoughts and comments to be added at any time.

Pros and cons

**Pros**
- Open all hours
- Provides opportunity to engage over a longer period of time to a wide audience
- Enables un-facilitated, personal reflection and comment
- Allows spontaneous group discussion, reflection or comment
- Enables the ‘story’ to be built up cumulatively
- Helps to embed change and operationalise process improvement.

**Cons**
- Challenge of finding appropriate locations that are widely accessible and available for the duration of the project
- Reluctance of some to contribute publically
- Comments may lack detail or clarity
- Comments could be misinterpreted
- May raise the expectations of process players that their suggestions will definitely be adopted.

Hints and tips

- Give people space - they may want to add comments anonymously. Others may welcome the chance to discuss what they think, but not want to write down for themselves.
- Consider using different locations such as the process owner’s work area, workshops or in the improvement team’s work area. Public shared spaces and accessible public areas with passing traffic are also good places for display.
- Remind the process players regularly that they can continue to add comments and suggestions.
- Photograph at regular intervals – when comments are gathered and ‘written up’ points can be lost in translation or filtered. Using photographs avoids this and saves time.
- Encourage information and exchange of ideas to improve practice for mutual benefit.
- Stretch your list of players and recognise those you may mistake as disconnected have a lot to contribute.
- Consider different formats to encourage alternative interaction such as electronic. This way you can involve those who are remote, not co-located, encourage discussion and gain a fuller understanding of thoughts and ideas.