richard@wilsonielsen.com

ankara

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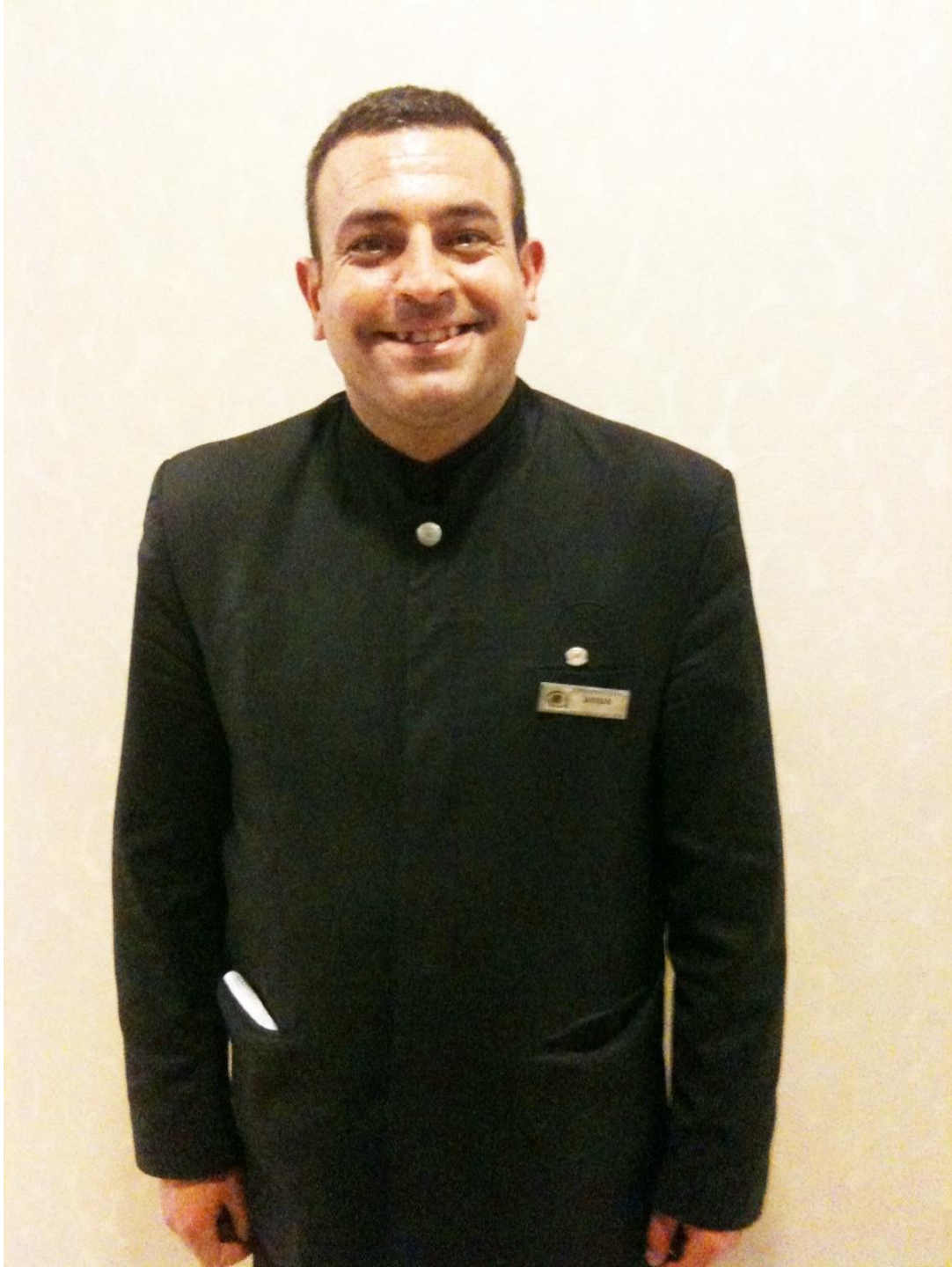
INDIVIDUAL

I Subjective

thoughts, emotions, memories, states of mind, perceptions, and immediate sensations

IT Objective

material body (including brain) and anything that you can see or touch (or observe scientifically) in time and space

INTERIOR

EXTERIOR

WE Intersubjective

shared values, meanings, language, relationships, and cultural background

ITS Interobjective

systems, networks, technology, government, and the natural environment

COLLECTIVE

	Interior	Exterior
Individual	**Individual Mindsets (People)** *e.g. personal values, digital inclinations and skills, individual dispositions and beliefs: technology is good (early adopters, silver surfers); technology is bad.*	**Individual Interventions (Doing)** *e.g. consultation process, online platform, training programmes.*
Collective	**Cultural Influences** *e.g. very flat or hierarchical, command and control, Digital culture (organisational, cultural, community).*	**Systems Influences** *e.g. broadband network improvement, economic investment, available human resources.*

interior

	Interior
Individual	**Individual Mindsets (People)** *e.g. personal values, digital inclinations and skills, individual dispositions and beliefs: technology is good (early adopters, silver surfers); technology is bad.*

Values Type	Motivation	Perspective on Involvement	Engagement Options
Tribal (10%)	• What they can get now, in terms of immediate rewards: cash, pleasure • One of most powerful motivating emotions for this group is shame • Immediate gratification for their efforts	• "If I'm not going to get something out of it immediately, I'm not interested" • "There's nothing I can do to help anything, why bother"	• Rules and regulations can be effective, where possible in supporting engagement • Cash and other rewards • Make sure their involvement leads to immediate rewards / feedback of some kind • Opportunities for self-advancement in terms of volunteering

Conformist (25%)	• Rules and regulations • They are often motivated by the 'stick' i.e. the rules we all need to conform to in society • They will be motivated by appealing to their role in upholding the system	• Some, particularly older audiences, will see it as duty to be involved, and probably already will be • If not involved, more difficult to get them involved • "Everyone who can be, is already involved"	• Link the agenda to some very 'British' or traditional (ritual wise also) and 'not new' • To motivate – focus on the need for people to get more involved to 'preserve our way of life' • Using war-time like communications around 'your country needs you'

Individualist (35%)	• Will innovate within rules and structures	• "I pay my taxes, why should I get more involved"	• Motivate using the possibility of incremental improvements and efficiency
	• Personal recognition and celebration – how they personally made things better	• "We do need to be more efficient in how we do things. Public sector too wasteful"	• Making it a social norm – effective here if it can create a need to 'keep up with the Jones's
	• Things getting incrementally better (evolution not revolution)	• "I have very little extra time to give, my life is so full"	• Create micro-opportunities to begin involvement ('Pathways to Participation')'
	• Personal aggrandisement and image		• Make activities 'fun'
	• Success and achievement		
	• Consumerism		
	• Individualisation of brand identity		
	• Looking good in front of others		
	• Fun		

| Egalitarian (25%)	• Prefer very flexible structures • Motivated by bigger scale visions and initiatives • Revolution instead of evolution • Inspired by diversity • Equality is very important • Creativity and artistry • Believes in bottom up • Making a difference to other people • Rights more than responsibilities	• Agree it would be great to get more people involved • Very concerned in inequality of eventual provision (postcode lottery) • Suspicious of top-down initiatives with central mandate	• Invite them to co-create the vision • Make space for a bottom up perspective ('may a thousand flowers bloom') • Inspire with the national vision of making a difference to others (particularly vulnerable) • Ensure the vulnerable are included and protected

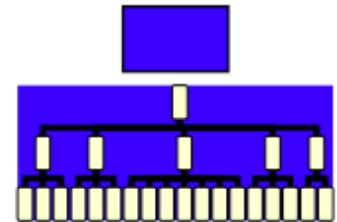| Collective	**Cultural Influences** *e.g. very flat or hierarchical, command and control, Digital culture (organisational, cultural, community).*

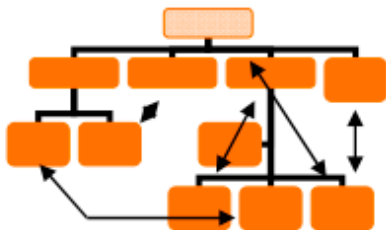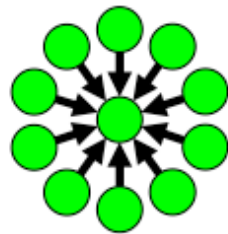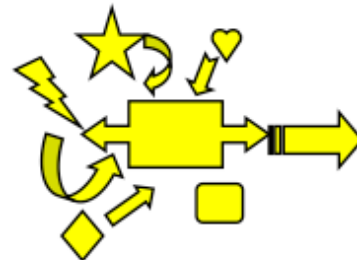**Survival Band**
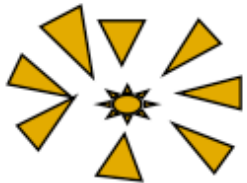
Tribal Order
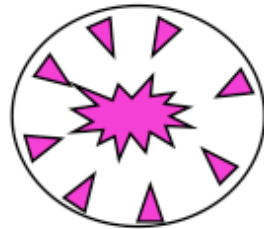
Exploitive Empire

Authority Structure

Strategic Enterprise

Social Network

Systemic Flow

Holistic Organism

exterior

Exterior
Individual Interventions (Doing)   *e.g. consultation process, online platform, training programmes.*

Izmir Citizens' Meeting Breaks Participation Record

The fifth of the Constitution Platform Citizens' Meetings, held in Izmir, also had the highest level of participation by women.

IZMIR – A Constitution Platform Citizens' Meeting was held in Izmir on Sunday, March 4, 2012. Izmir, which was the fifth stop of the meeting series, outperformed Ankara, Konya, Edirne and Diyarbakir concerning participation rates as well as women's participation.

Systems Influences

e.g. broadband network improvement, economic investment, available human resources.

in context

	Interior	Exterior
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4 Pillars

1. Baseline Data

2. Build Institutional Memory

3. Create a **culture** of engagement & innovation

4. Embrace Bottom Up Technologies

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