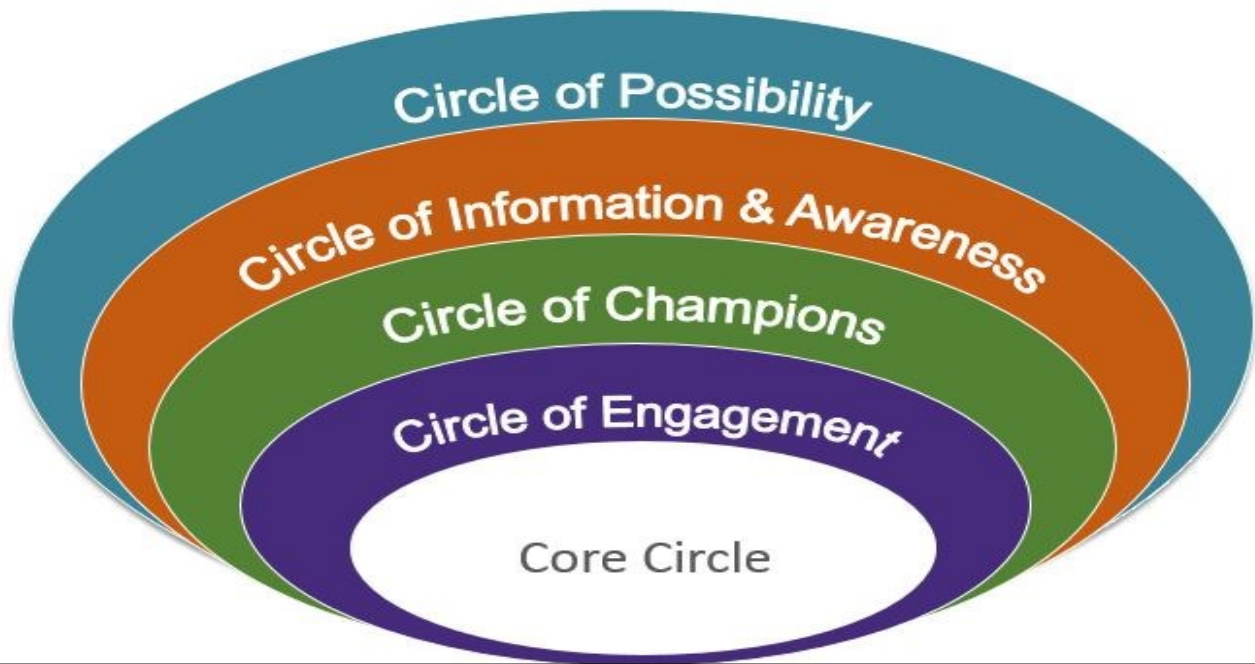


Circles of Involvement: Recruitment + Engagement



Core Circle: The people who do most of the day-by-day work and also plan, facilitate, and orchestrate the authentic participation of people in all the circles. They think through how to take the next steps in plan implementation.

Circle of Engagement: People committed to the plan who can be called on to help with specific tasks at particular times. This circle includes people who may become increasingly engaged in its implementation and leadership and so gradually move into the Core Circle.

Circle of Champions: People who typically hold positions of leadership in the organization. They are the authorizers and advocates who can clear roadblocks/barriers. They are also the cheerleaders who can appear when it is strategically helpful, to affirm the work that has been done, recognize the people who have made it happen, and insure top-level support. They open doors and make strategic connections.

Circle of Information & Awareness: People who aren't very close to the plan but need to be kept in the loop as things unfold. They are important due to their position and can lend support to the effort. They may be other managers or people who weren't involved in the development of the plan but are impacted in some way by it. They need to be honored by occasional visits and reports that allow them to see the value in what is happening.

Circle of Possibility: People one wouldn't immediately think of as being at all related to the plan or its implementation but who just might find areas of commonality. They may be interested in partnering with you, provide helpful resources, or boost the plan in some way.

