



Leading by Convening

Ensuring Relevant Participation

Learn the Language: Make the Connection

When we started bringing different groups together, it quickly became apparent that groups had different ways of talking about the issues we share. Vocabulary, programs and funding streams contributed to the lack of clarity around shared interests. At first we thought we had to create a common vocabulary, but then we thought, “Why would we add more terminology?” We decided to be intentional about learning how our partners described our shared work. We called this strategy *learning the language*.

You can use this chart to help your stakeholders define key ideas and cross-walk vocabulary, programs and/or funding streams that are important in their work. Good collaborators value the work of all the partners, and finding connections depends on negotiating the boundaries created by unique vocabularies. Spend time thinking about language; it is the key to making deep connections!

Make the Connection (continued)

Major Initiative Being Discussed			
Initiative:			
Major Goal	Funded by	Promoted by	Key Terms
Initiatives Our Stakeholders Believe Are Connected to the Major Initiative Being Discussed			
Initiative:			
Major Goal	Funded by	Promoted by	Key Terms
Key Points That Must Be Communicated About How These Initiatives Are Connected			
Alignment of Goals	Shared Concepts about Strategy	Vocabulary that is a Bridge or Barrier	
Initiative:			
Major Goal	Funded by	Promoted by	Key Terms
Key Points That Must Be Communicated About How These Initiatives Are Connected			
Alignment of Goals	Shared Concepts about Strategy	Vocabulary that is a Bridge or Barrier	

Continued

Make the Connection (continued)

Initiatives Our Stakeholders Believe Are Connected to the Major Initiative Being Discussed

Initiative:

Major Goal	Funded by	Promoted by	Key Terms

Key Points That Must Be Communicated About How These Initiatives Are Connected

Alignment of Goals	Shared Concepts about Strategy	Vocabulary that is a Bridge or Barrier

Initiative:

Major Goal	Funded by	Promoted by	Key Terms

Key Points That Must Be Communicated About How These Initiatives Are Connected

Alignment of Goals	Shared Concepts about Strategy	Vocabulary that is a Bridge or Barrier