

Creative Ways to Solicit Feedback Equitably

To have more equitable and inclusive programs and services, it is essential to solicit feedback from a range of stakeholders, not just from those that are most comfortable filling out a survey or speaking up in a group setting. Incorporating a greater variety of feedback approaches will help to assure that everyone – regardless of age, ability, or language fluency – has an opportunity to share their experiences and voice their opinions. Ideally, feedback should elicit the lived experiences of stakeholders, offer alternative ways to share sensitive information, and build toward a common understanding of problems and solutions among the group.

Taking time to gather and understand stakeholders' stories moves us beyond what the numbers show, deepening understanding and improving the solutions we develop. Taken together, this means thinking well outside the survey box.

Public Profit's *Creative Ways to Solicit Stakeholder Feedback* guide includes 15 activities to collect input, many of which solicit complex stories and insights from your stakeholders. These methods also prioritize data for learning and growing, delving into the root causes of the "how" and "why" behind experiences and outcomes. Keep in mind that these methods may also be asking people to share sensitive information. It's important to establish a safe space, such as through strong group or community agreements, first.

Here are some of our favorites:

GET VISUAL!

Visual activities allow people to use metaphors to express complex ideas or share their own stories. They also engage people's visual memory, which can help people remember what they learn from each other.



PHOTO RESPONSE

This activity uses visual images as a tool to encourage people to share their opinions, experiences, and observations. Participants pick an image, connect it to their experience in relation to a prompt, and describe to the group how the image connects to that experience. Participants can share these images with each other through a video meeting or recorded responses.



PERSONAL MEANING MAPS

In this activity, stakeholders draw a map or collage about their attitudes toward a particular aspect of your program. Participants then review the drawings or collages for themes that emerge for the group. Ask stakeholders to present what the images mean to them, since that story is the truly meaningful data!

GET MOVING!

Movement can help people to see and learn from another perspective, literally.



FOUR CORNERS

In this activity, participants rate their response to prompts related to your program, soliciting their attitudes or values. For example, if you work at a leadership development program you can say statements like "I feel like I belong here." or "I feel safe in this program." Participants walk to the corner that matches their responses (e.g., Strongly Agree, Agree, Disagree, or Strongly Disagree). Ask them to share why they chose their corner to learn more details.



GALLERY WALK FOCUS GROUPS

This activity helps participants reflect as a group and build off each other's ideas. Participants respond to prompts displayed around the room (the "gallery"), rotating in small groups. As they rotate, they respond to previous groups' ideas. You can then identify common themes and meaningful outliers: those ideas mentioned by only a few that are still important for the group to address and are still meaningful.

Many of the other activities in *Creative Ways to Solicit Stakeholder Feedback* also offer opportunities for all participants to share their stories and emphasize learning and growing. These include Exit Interviews, Picture Pages, Selfie Stations, and Feedback Walls. Get creative!