

✓ Checklist for Action

Creating a flow

A great experience has four stages:

1. Spark
2. Connect
3. Participate
4. Extend

Inspire people with a great experience.

Ensure that your experience does the following:

Spark – Catches people’s attention and gets them interested in the experience

- Gives people a warm welcome with a personal greeting;
- Poses a thought provoking question;
- Uses beautiful, inspiring imagery to set the tone;
- Orients people with a schedule of events or a map.

Connect – Connects people to each other and cultivate conversations

- Makes introductions and use nametags and icebreakers;
- Provides designated periods for mingling;
- Has small break out groups;
- Provides links to online communications and forums.

Participate – Provides people with multiple options to participate

- Considers every event as an activity, not a presentation;

- Uses props to make content tangible (Hot or not signs);
- Refers people to places to get involved – even if it isn't your REA;
- Shows impact – celebrate successes and make people aware of what you've done.

Extend – Offers ways to connect

- Offers small immediate action steps where people will see a benefit;
- Provides resources to go deeper and share suggested next steps;
- Prompts effortless reflection – follows-up after an experience.