

# Purposeful Community Building

*The principles and actions that underpin our asset-based community development and participatory leadership engagement and development work*

## Community engagement: discovering purpose

Embrace broad inclusion & diversity

- Invite a myriad of community voices into early discussions

Use clear language

- Speak your truth, even if your voice trembles

Intrinsically believe that everyone has something to offer

- Discover the strengths, passions and assets of individuals

Go slow, to go fast

- Take the time to have conversations; small is the new big

## Community development: intentionally co-creating purpose

Build capacity transparently & effectively

- Openly share professional knowledge and skills for the long term

Build and honour authentic partnerships and relationships

- Leave competition and ego at the door in pursuing the common good

Leave the building

- People are place-based, go there

Look for what's strong, not what's wrong

- Identify community strengths and assets instead of needs and deficits

## Participatory community building: aligning and mobilising purpose

Lead by stepping back

- Dance with the ebb and flow of a community

Be purpose-driven and say no to easy fixes/money

- Develop an allergy to drive-by community engagement

Encourage ownership and high participation

- Discover what people care about, enough to act on

Do no harm, above all else

- Be mindful of the impact of the work

