

# **LISTEN TO YOUR COMMUNITY! WHY IS COMMUNITY ENGAGEMENT IMPORTANT**

Building

Inspiring

Sustainable

Progressing



**Lt. Col. ENOCK AMALANATHAN (R)**

# FRAMEWORK OF PRESENTATION



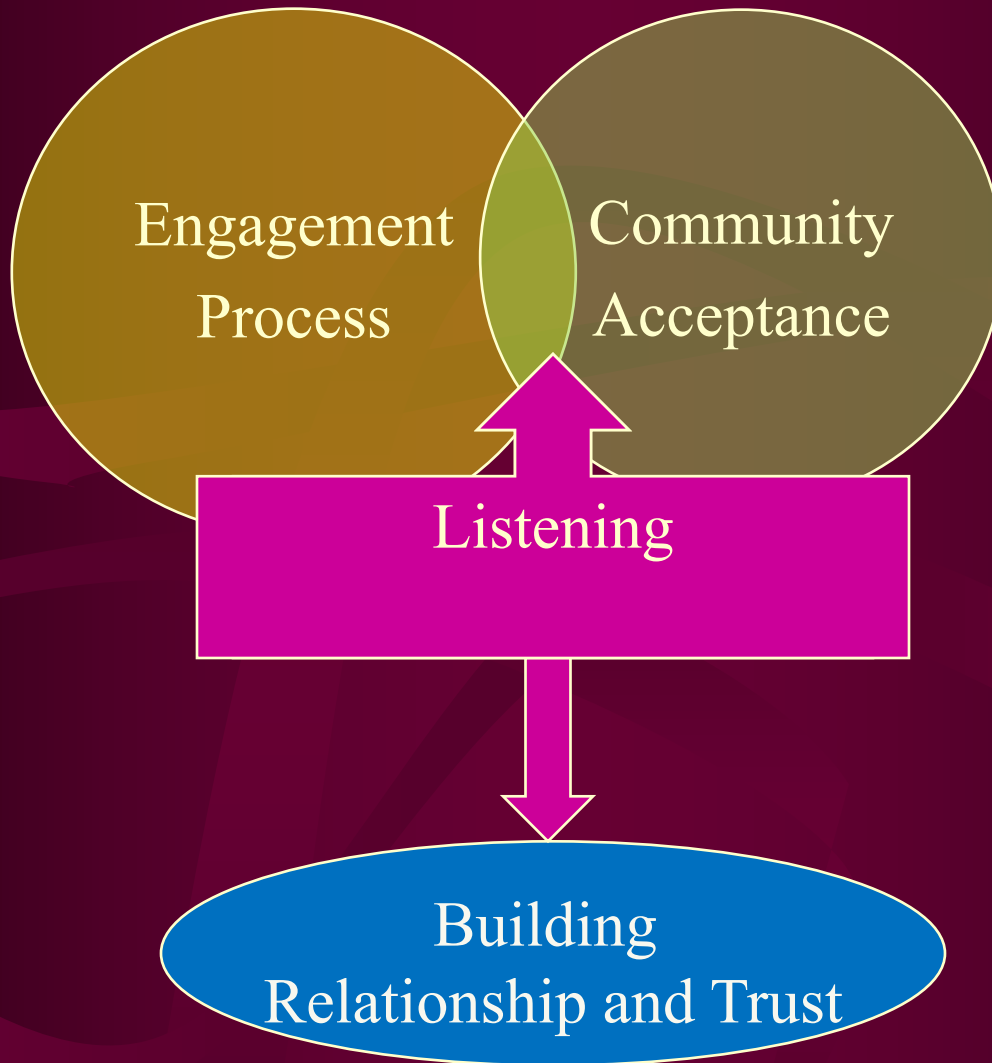
**“SEEK FIRST TO UNDERSTAND  
THEN TO BE UNDERSTOOD”**

Stephen Covey

# STARTING POINT

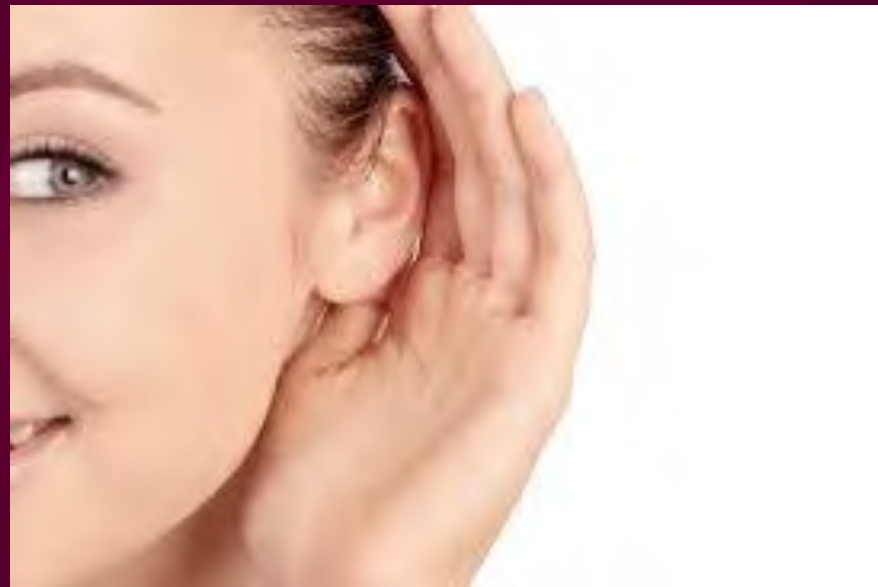


“The art of listening is a basic human-relations to establish Trust



# What is Listening

- **Listening** : a **complex process** of selecting, attending to, constructing meaning from, remembering and responding to verbal and nonverbal messages



# Community

Is a social unit with commonality such as norms, religion, values, customs, or identity. Communities may share a sense of place situated in a given geographical area or in virtual space .....

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# Company

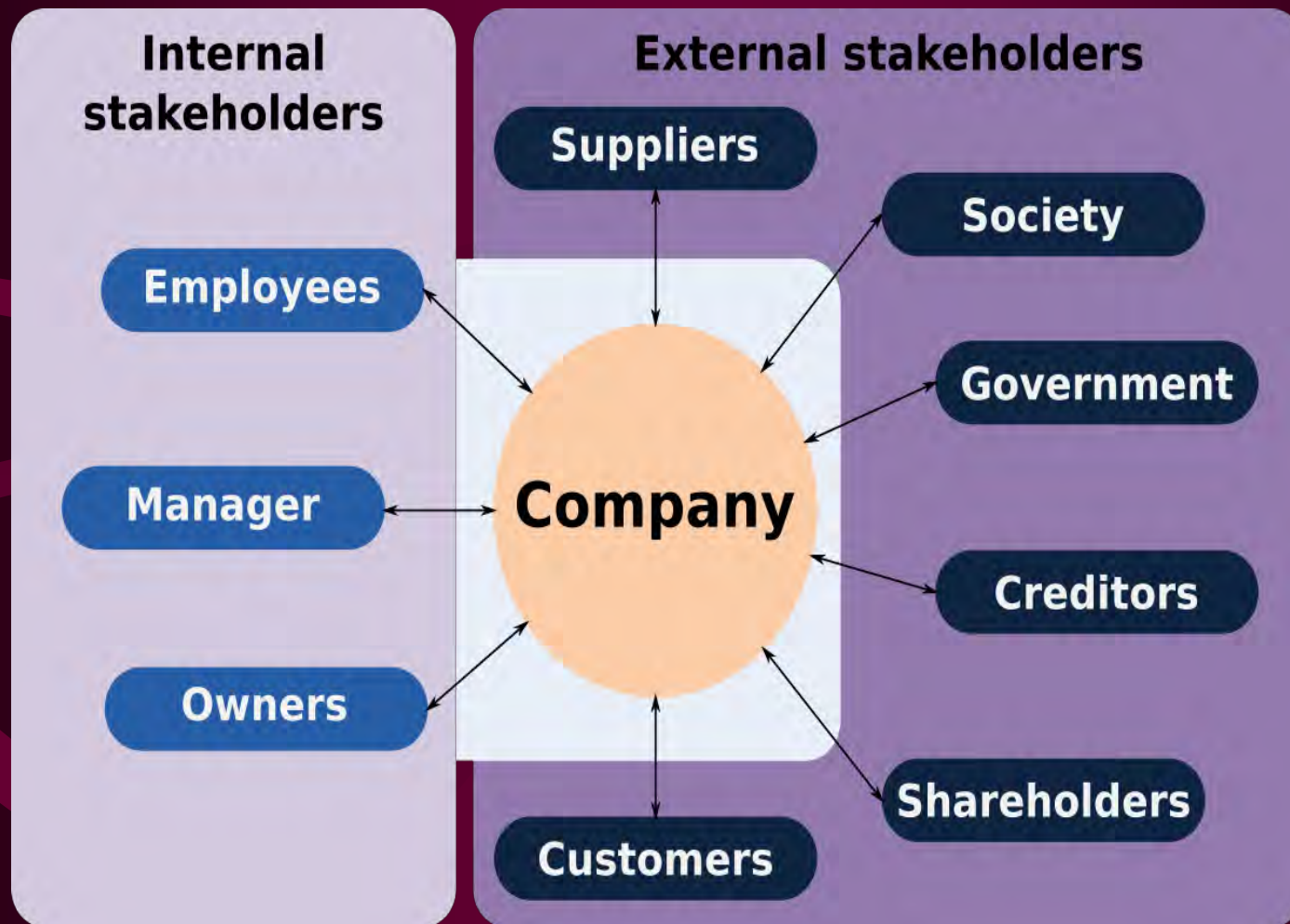
A **company**: legal entity representing an association of people, whether natural, legal or a mixture of both, with a specific objective. Company members share a common purpose and unite to achieve specific, declared goals. Companies take various forms, such as: Educational institution, Voluntary organization , Business entities or financial entities.



# What Brings Them Together?

- Interest
- Action
- Place
- Practice

# Listener as Stakeholder



# Community Listening

- Care
- Interest
- Contribute
- Purpose



# Becoming a Community Listener

- **PUTTING OTHERS FIRST**
- **ESTABLISHING RELATIONSHIP OF TRUST**
- **THINKING TOWARD A WIN-WIN SITUATION**
- **ESTABLISH CONTEXT OF SHARED THINKING**

# IMPROVING COMMUNITY LISTENING

- Stop talking.
- Identify important facts.
- Ask clarifying questions.
- Paraphrase to increase understanding.
- Take notes to ensure retention.
- Be aware of Cultural Differences.

# Community Engagement

Community Engagement is...the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people

# Engagement

- Arrangement to meet for a specific purpose
- Emotional involvement or commitment
- **Build on the Foundation solid values**
- **Remember Listening involves- you, they and We.**
- **Open minded – Similarity and differences**
- **Acknowledge You presence and Interest**

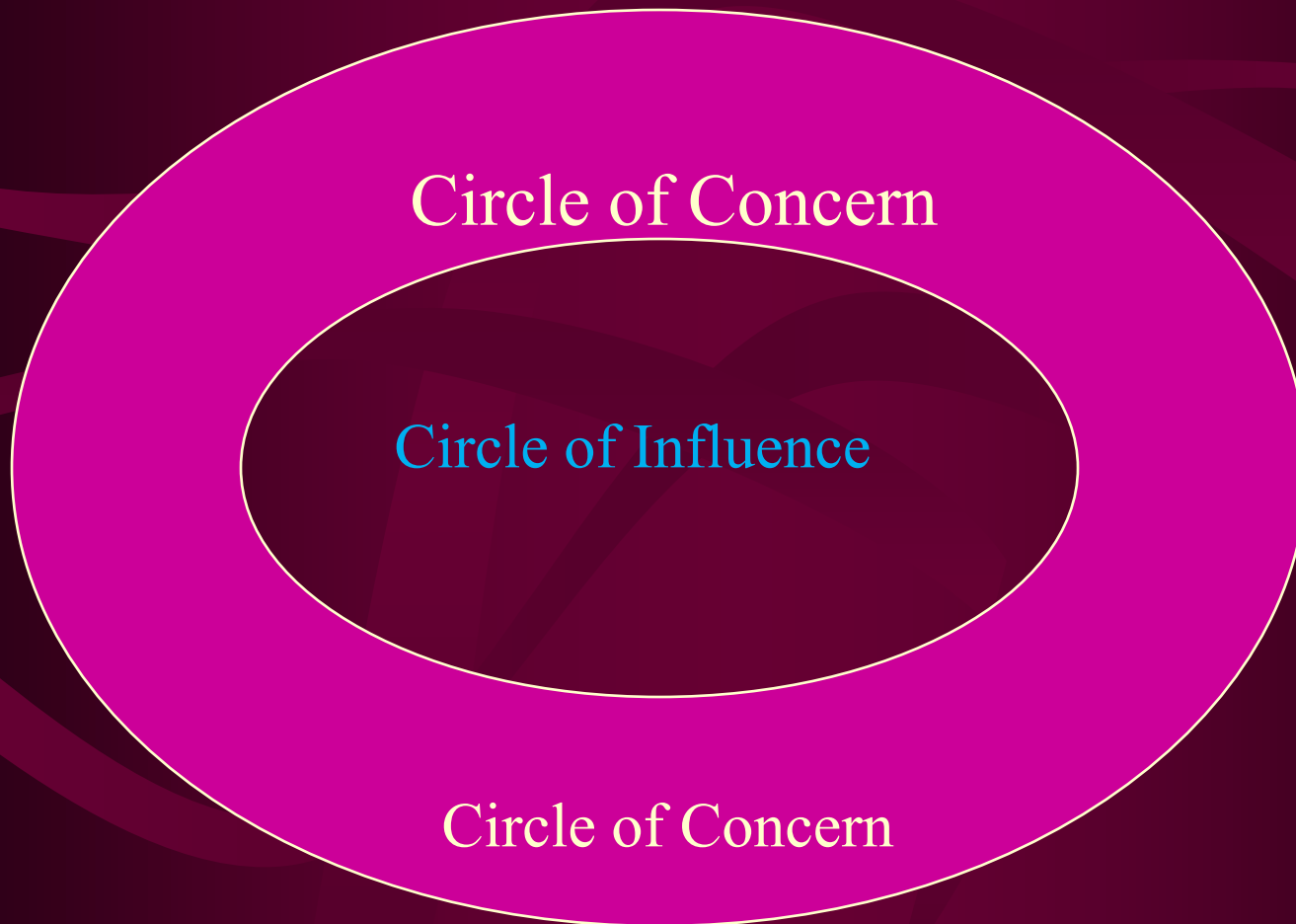
# ENGAGEMENT PROCESS

## PSADAR MODEL

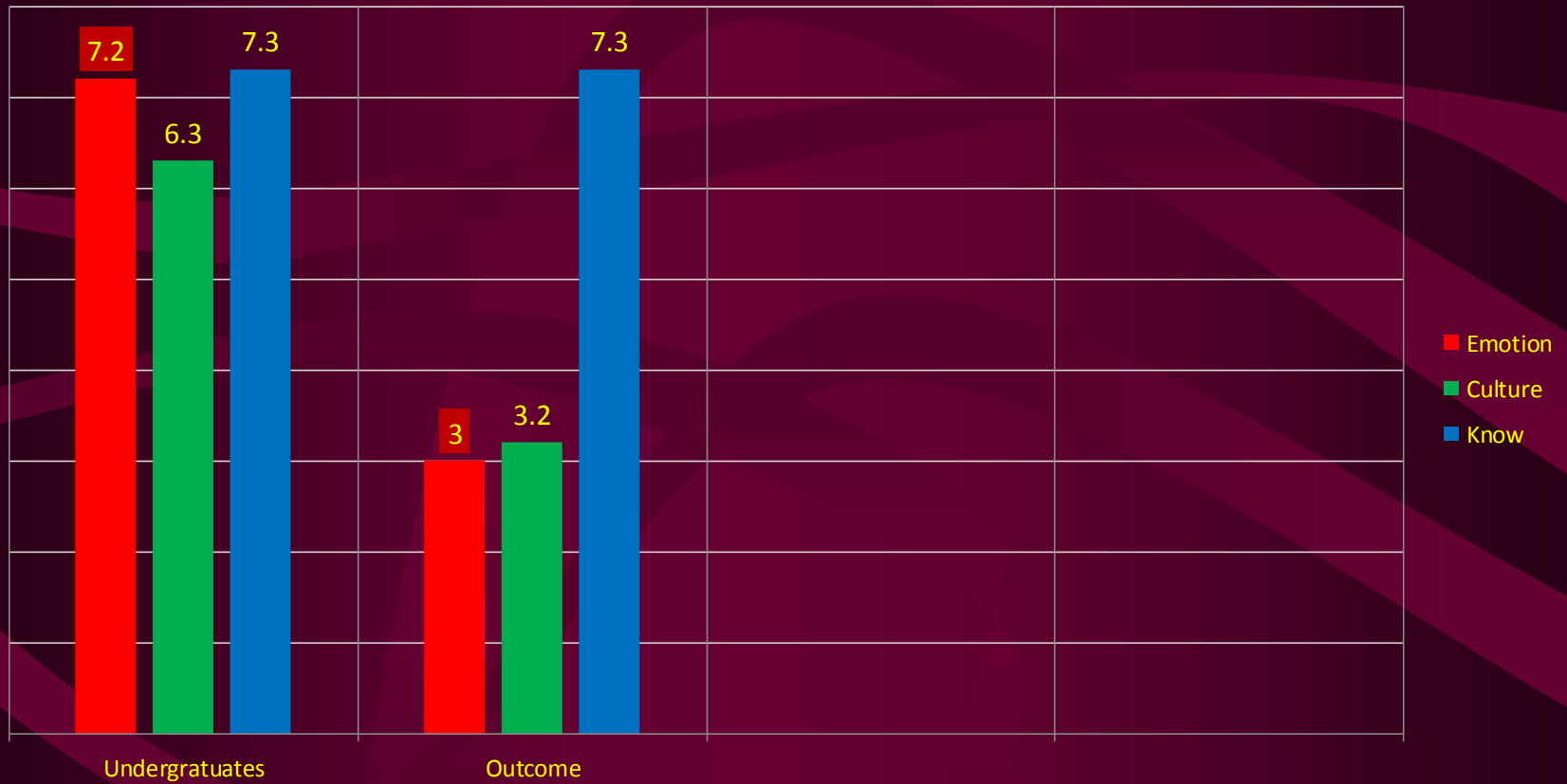
- P: PURPOSE
- S : SURVEY
- A: ANALYSE
- D: DESIGN
- A: APPLY
- R: REVIEW



# Engagement Process



# Undergraduates Engagement Outcome



A large waterfall cascading over a rocky ledge into a pool of turbulent, greenish water. A vibrant rainbow is visible in the background, arching over the waterfall. The sky is a clear, bright blue with a few wispy clouds. The overall scene is bright and energetic.

**YOUR TALENT DETERMINES  
WHAT YOU CAN DO**

**YOUR MOTIVATION DETERMINES  
HOW MUCH YOU ARE WILLING TO DO**

**YOUR ATTITUDE DETERMINES  
HOW WELL YOU DO IT**

**LOU HOLTZ**

**THANK YOU**

**Q & A**