



Being an Effective Supporter of CLD

Engaging in and with communities requires mindfulness and good preparation around the why, [who](#) and especially the how. Those who engage as ‘experts that have all the answers’ are more likely to be met with suspicion and mistrust. Someone who engages from a place of learning, inquiry, curiosity, facilitation, humility, and relationship is more likely to be welcomed. You might have some expertise, but locals are “[context experts](#)” who know stuff about this place that you don’t.

Warren Feek’s **Taranaki Rules** provide some useful reminders about what matters when we show up in communities as an outsider wanting to help, or having been asked to help. Even if we are an insider, such as a resident reaching out to other residents or to local hapū or any parts of the community we don’t know, these rules will still usually apply.

Assess yourself on the attitudes and practices on the list below. Note what you already do well and any you think you could work on. Then have a look at the **Turning Outwards Quiz** afterwards.

When you have reviewed both tools, choose a few habits you would like to work on and what support you might need to do this.

Taranaki Rules

Taranaki Rule	Which means...
"I am a guest" rule	I'm engaging in spaces that are not my immediate community, which are owned by others. I am in their space. I will affect that space. So, I must respect and enhance that space and seek to understand others' worldviews and ways of working.
"I get to leave" rule	I get to leave so it's not me that has to pick up the pieces afterwards. So what accountabilities/values do I uphold to the people I talk to/work with?
"90/10 knowledge" rule	No matter how much I think or am told that I know, I can only know a maximum of 10%, while the locals know about 90%. My role is to create space for the sharing and examination of this local knowledge.
"10% talk" rule	If I am talking more than 10% of the time, I am doing a poor job and closing down space for engagement, sharing and creativity. Note: <i>this rule may be a little harsh – talking for 25 - 30% of the time should still be ok!</i>
"4 out of 5 are questions" rule	My questions can open space for engagement and support new understandings or relationships. So, I try to ensure the ratio of questions to any specific ideas is 5:1.
"Marginal voices" rule	Respectfully encouraging and supporting the quieter voices so that they are heard and acknowledged. Helping break down any pre-existing dynamics of whose opinion is usually heard and valued.
"Would you mind sharing your story with us" rule	Create time and space for people to share their stories to create a closer and more meaningful space for understanding and working with each other.
"When to share my ideas and proposals" rule	When I have been asked at least three times by three different people; when we are well into a process yet still have time for my ideas to be critically examined, and I can explain my ideas using the analysis emerging from the process to date. Timing is critical.



Turning Outward Quiz

Here's a quick self-assessment tool to help you or your group see whether you are more focused on engaging with community in your mahi (work) or whether you are more focused on your own mahi and organisation. Are you mostly turning inward or outward?

Look at the two columns below. For each row choose the word that best describes the focus of your work. You might choose both, but be honest about what you mostly do.

Inward	Outward
I am generally focused on...	I am generally focused on...
Activities, completing task lists	Actions towards big picture results
Quality programme delivery	People whose lives I want to impact
My organisation's success	My community's wellbeing
People as satisfied consumers	People as engaged citizens
Achieving organisational goals	Achieving/supporting community goals
Community consultation	Community engagement
Public relations	People's realities
Outputs	Outcomes
Providing services	Being of service
Changes my organisation wants	Changes the community wants
Feeling good	Doing good
Doing things for the community	Doing things with the community
Working with key community stakeholders known to our organisation	Expanding connections with people we don't know or hear from much

1. **For the areas in which you are already turned outwards:** Why are these important for you? What motivates you and others to turn outwards?
2. **Choose three areas you would like to be more outwardly focused in.** How can the areas in which you are already looking outward help you to look



outward in other areas too? Who around you is good at these and how can you work with them?

- 3. Supporting and sustaining focus.** What can you do to support and sustain this outwards focus? How can you bring others along too? Who might be your accountability partner?

Ultimately, community engagement is about a way of working that is always looking outwards beyond our own world and beyond what we think is right or true, to learn from other diverse voices.

It is a **process** (how people are actively linked/involved) and an **outcome** (as a result of engagement people are informed, involved and connected with what's happening/planned/being decided).

“Communities don't care what you know until they know that you care”

– Cormac Russell

ABOUT



Inspiring Communities catalyses locally-led change, to achieve sustainable, effective outcomes.

We are the reference point for community-led development in New Zealand, building on international and local practice-based evidence to grow and share expertise.

Inspiring Communities operates across many sectors at multiple levels.



RESOURCES

Harakeke/Flax - from the root to the flower the harakeke shares its properties.



ADVICE

Korimako/Bell Bird - fluent, graceful speaker.



EVENTS

Whakaatu/Presenting - the peak of the mountain as a stage to present from.

Talk to us about your CLD training, workshop needs, coaching, support and opportunities in your community or region. We understand diversity! We can tailor packages to your specific requirements.

Email us exchange@inspiringcommunities.org.nz

