

# Suggested Treatments for Engagement Activities in Change Programs

When considering possibilities for how you might shape or style an Engagement or Experience, consider these potential treatments. Be playful and creative – there is no right or wrong answer, only what is fit-for-purpose with your design criteria.

Treatment	Notes
Make it a journey	Many steps, sequence of activities, a direction, milestones, companions
Make it a story	Give it meaning and purpose; determine a plot, protagonists, etc; ground it in context, provide analogy and metaphor, provide object lessons
Make it self-organising	Allow autonomy and freedom, making own decisions; enable clearer sense of identity
Give it space	Temporal space, physical space, emotional space; room to allow deeper response; allow for flow and ebb
Make it a service	Something offered/provided to people rather than something done to them; service attitude; meet client needs, provide multiple touch points
Treat it like a party	Think guests, host, hospitality, pleasure
Create a ritual	Give meaning to a specific set of actions that can be repeated at an appropriate time and place, to signal a particular moment/transition
Turn it into play	Make it playful, encourage the inner child, get physical and use things around you creatively
Turn it into a game	Make it competitive, include triggers and rewards; create levels to mark progression and new challenges [Use Game Mechanics]



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