

Going Beyond Nudging, Gaming and Competing

An Open Discussion about Designing **Real Engagement**

Renee Lertzman PhD
rlertzman@igc.org
reneelertzman.com



What is your fantasy scenario?

What are you wanting to
accomplish?

What does success look like?

How can we get people to care?

How do we get people to act?

What if these are the wrong
questions?

Motivate

~~Motivate~~

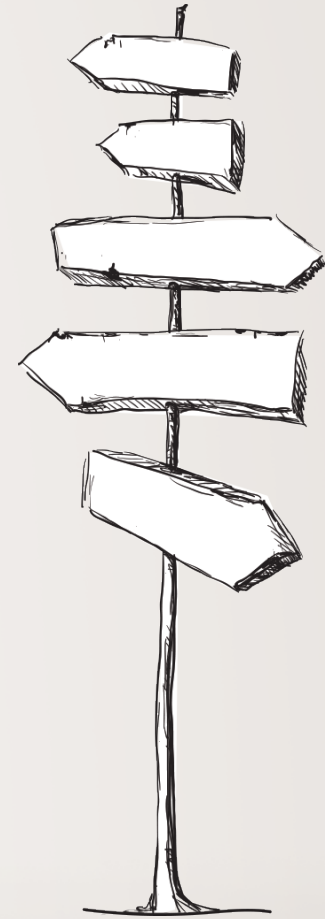
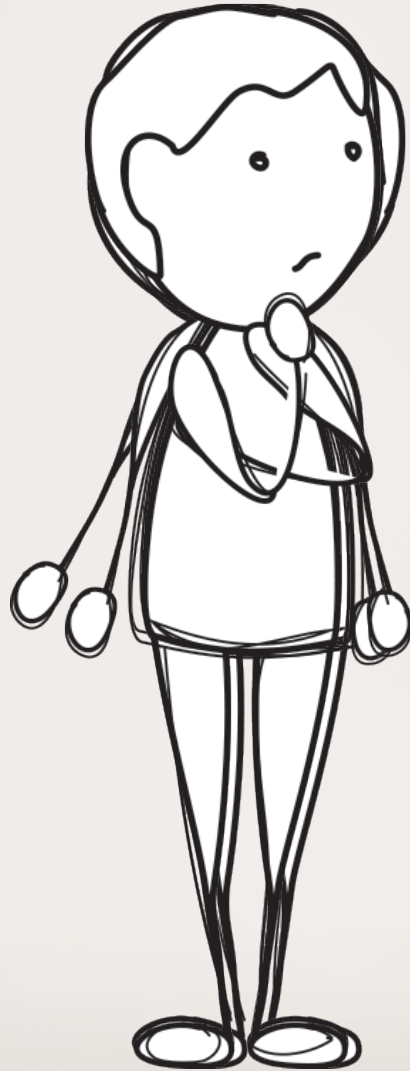
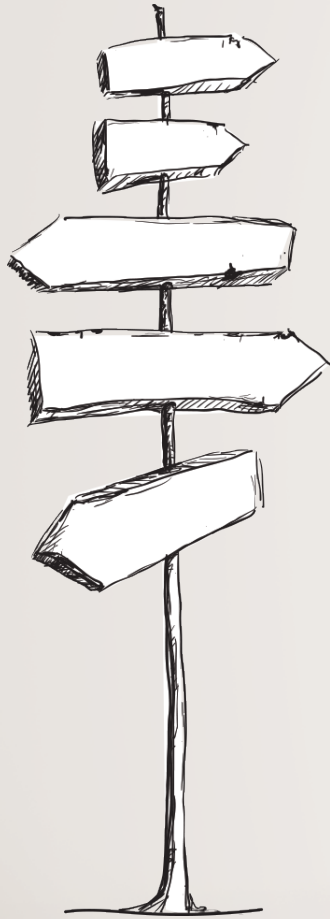
We must revisit our
assumptions about
humans and
sustainability.



ANXIETY



AMBIVALENCE



ASPIRATION



ACKNOWLEDGE ME (know my anxieties, my ambivalence and my aspirations)

LOVE ME (let me know you care and support)

ENGAGE ME (show me that my actions matter and I am a stakeholder)



“Real engagement unleashes our potential, and leverages our innate need to experience ourselves as creative beings.”

subsistence
protection
affection
understanding
participation
leisure
creation
identity
freedom

Each aspect of our engagement strategies tells a story.

The story says about what this means to you, to me and for us.

(games, rewards, tricks, prizes – what do these say?)







Persuasion
Motivation
Incentivizing
Pressure
Guilt

(faux engagement)

Co-creation
Invitation
Creativity
Ownership
Organic

(real engagement)

It's about giving people
permission.

Engaged

Empowered

Open

Understood

How do our engagement strategies measure up?

What might this look like for you?

Thank you!

Renee Lertzman
rlertzman@igc.org
reneelertzman.com