

# Be part of our research project!

## *Collective engagement for social purpose*

### **What is collective engagement?**

Collective engagement is when a group of people share feelings and thoughts about a common cause and engage for its betterment.

### **Why does it matter?**

- Understanding how to collectively engage stakeholders toward a social purpose will not only support organisations in pursuing a common cause for the greater good but will also lead to greater economic returns.

### **What we'll be working on:**

1. Interviewing managers, consultants, leaders, and citizens.
2. Developing a measurement tool.
3. Conducting controlled experiments.
4. Applying insights in the field.

### **Expected outcomes:**

- ✓ Measurement tools.
- ✓ Intervention framework.
- ✓ Identification of collective engagement drivers.
- ✓ Guidance to support organisations in leveraging collective engagement to enhance their social impact.

### **Interested in participating?**

Contact **Dr. Taylor Willmott** at [taylor.willmott@adelaide.edu.au](mailto:taylor.willmott@adelaide.edu.au) to:

1. Arrange an interview.
2. Be added to our mailing list.
3. Receive invitations to industry workshops.