



Online Engagement

Feeling like The Martian? or The Revenant? Risk and Relevance for the Public Sector



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In today's session we will discuss how

Planning +
Insight +
Transparency +
Trust =
Risk

ENGAGEMENT IS A FUNCTION OF RISK
RISK CAN BE MANAGED,
BUT IT CANNOT BE ELIMINATED

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Name the boat!

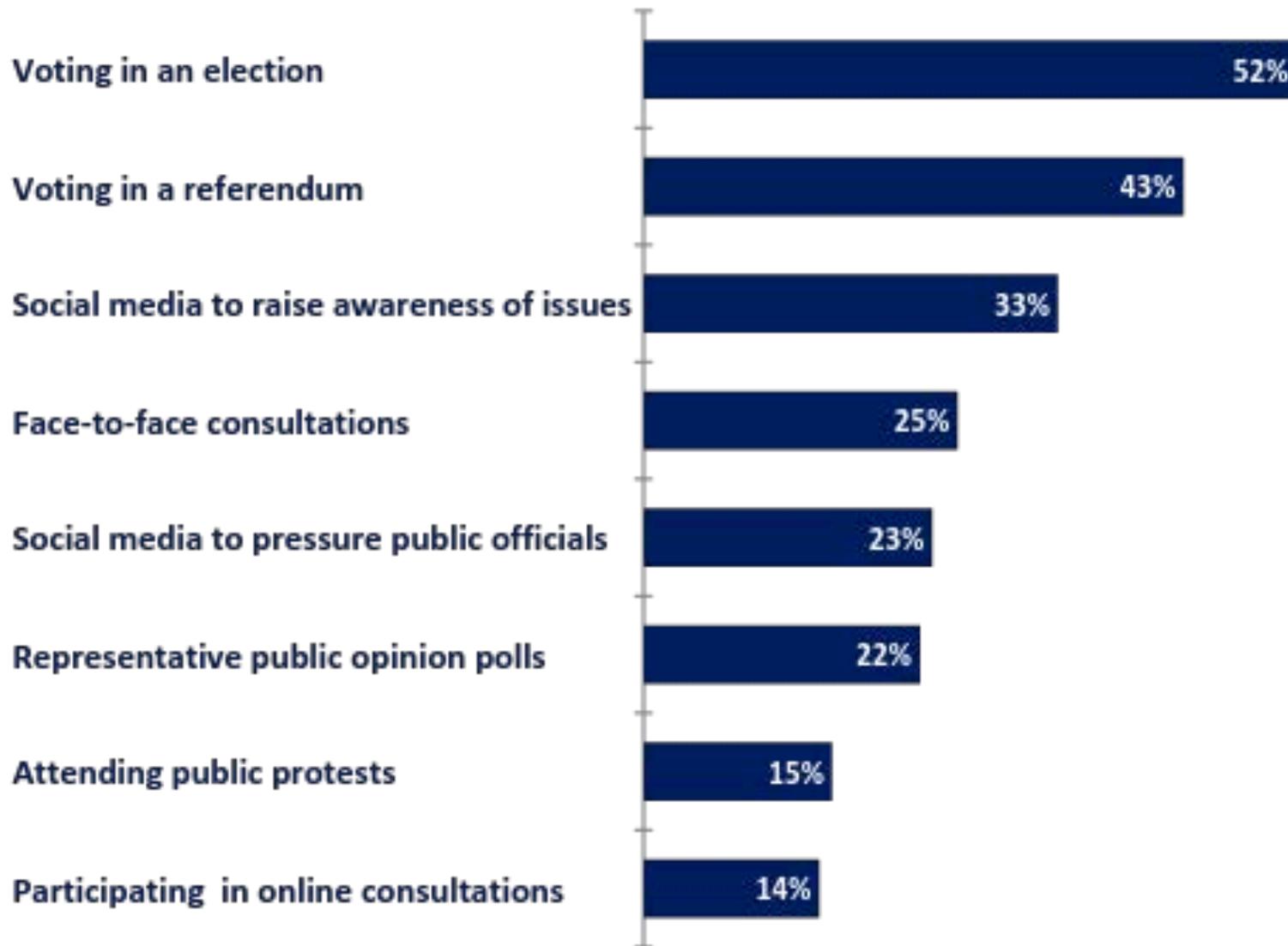
A UK based Research Council has launched an online consultation to name a new polar research ship. The hope was for an inspirational name that would exemplify the work of the vessel: Endeavour or Falcon.

So far the runaway winner in the online vote is **Boaty McBoatface**.



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The most effective means to ensure that the views of Canadians are taken into consideration during the development of government policies and programs.



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Importance of everything but the tool...

A comparison of two federal departments conducting almost identical online collaboration activities.

So why are the results so drastically different?

Area	Not So Good Department	Good Department	Difference
Employees	6,435	5,142	(1,293)
Registrants	526	2,331	1,805
As % of employees	8.17%	45.33%	37.16
Ideas	94	789	695
Improvements	123	1,728	1,605
Ratings	737	14,523	13,786
Idea Views	1,614	63,938	62,324



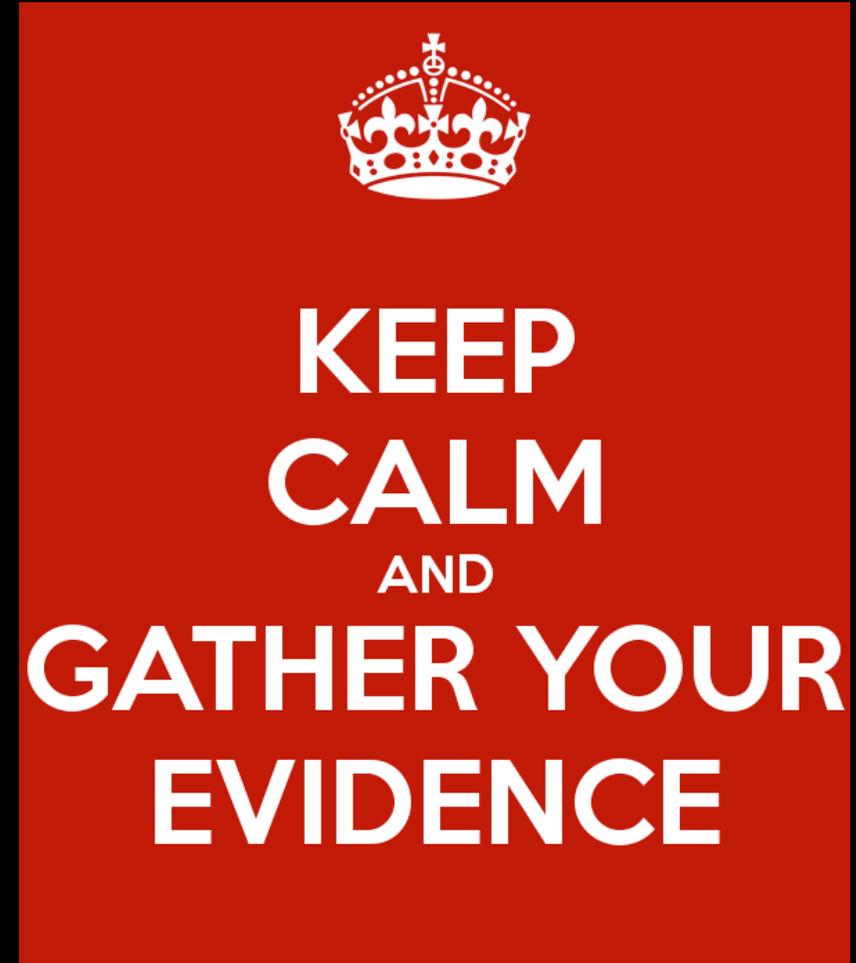
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Questions?

What does online engagement mean to you?

If you could change one thing in your organization as it relates to online engagement, what would you do?

Is this a generational issue?



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