CLIENT ENGAGEMENT PYRAMID

Collecting and responding to client feedback represents one approach for engaging clients and promoting greater equity and inclusion in how an organization does its work.

This pyramid outlines options for how organizations can further shift power to clients – beyond feedback – to contribute, advise, and effect change within organizations. As you move up the pyramid, the level of engagement increases, but fewer clients participate directly in each strategy.

We believe organizations that are committed to equity benefit from building complementary and mutually supportive strategies that span the full pyramid and which put clients at the center of their work.

- **FEEDBACK**
  - Clients give feedback through surveys, focus groups, interviews, or other methods.
  - Feedback is representative of client population. Underrepresented demographic groups are oversampled or given extra prioritization in outreach efforts.

- **CO-CREATION**
  - Clients actively engage in feedback processes utilizing a participatory action research approach and best practices:
    - co-develop survey questions
    - support data interpretation and analysis
    - assist to decide how to respond to feedback or prioritization of action steps.

- **OWNERSHIP**
  - Organization creates client advisory structures to consult regularly with clients and give them formal and meaningful decision-making power.
  - Clients become staff or board members.