

Scott Gould

**Everything you need to
know about getting
people engaged**

 /engagingscott

 **SECR**

Quiz:

Which kind of engagement is the best?

 /engagingscott

 SECR

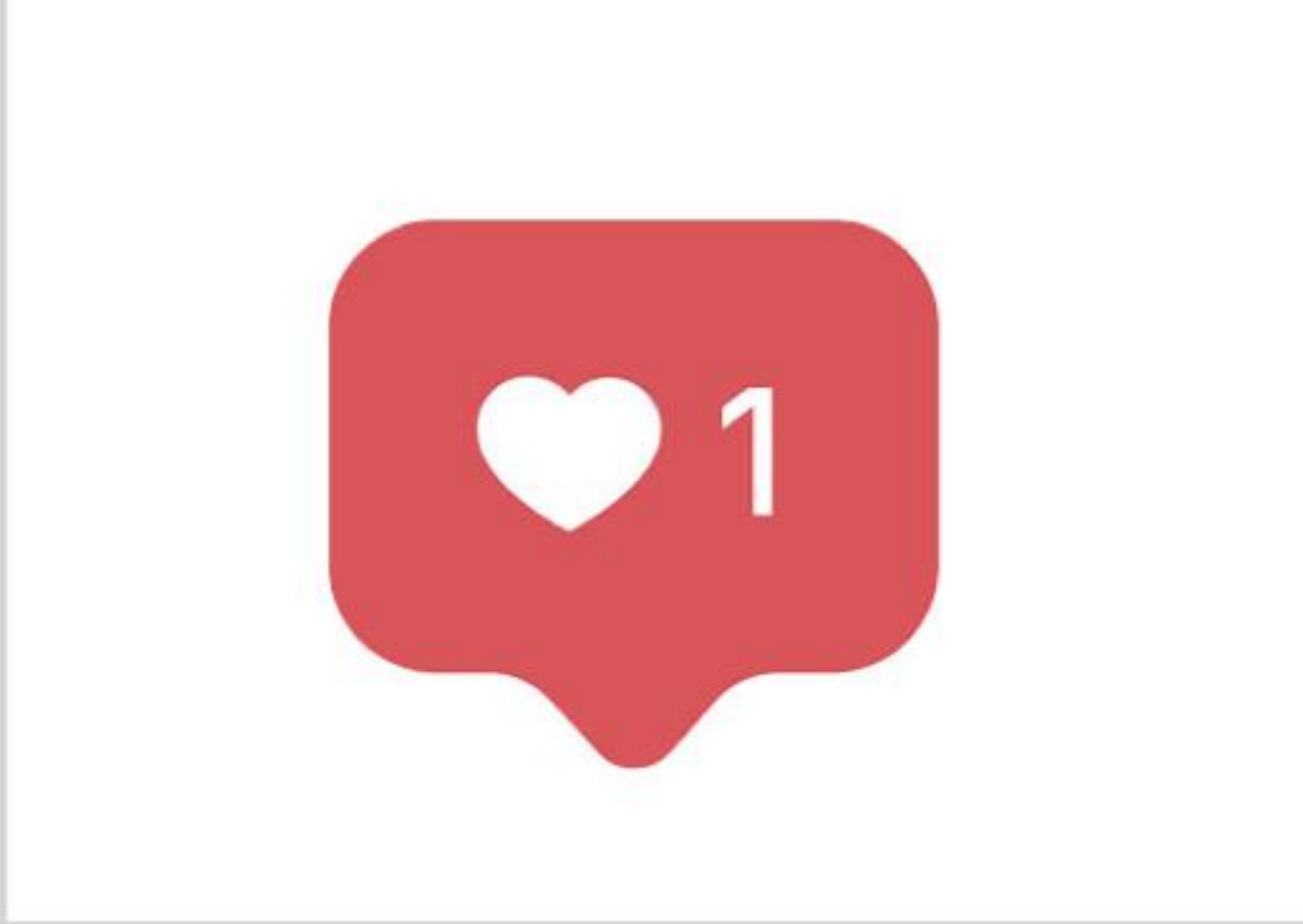








ENGAGED







8:21

Buffalo Bills Power

Buffalo Bills
Buffalo Bills



high engaged companies
outperform by

3.5x

n = 214,656; source: *HumanSigma*
from Gallup

3x more spending
p.a.

90% more frequency

4x more advocacy

5x more loyal

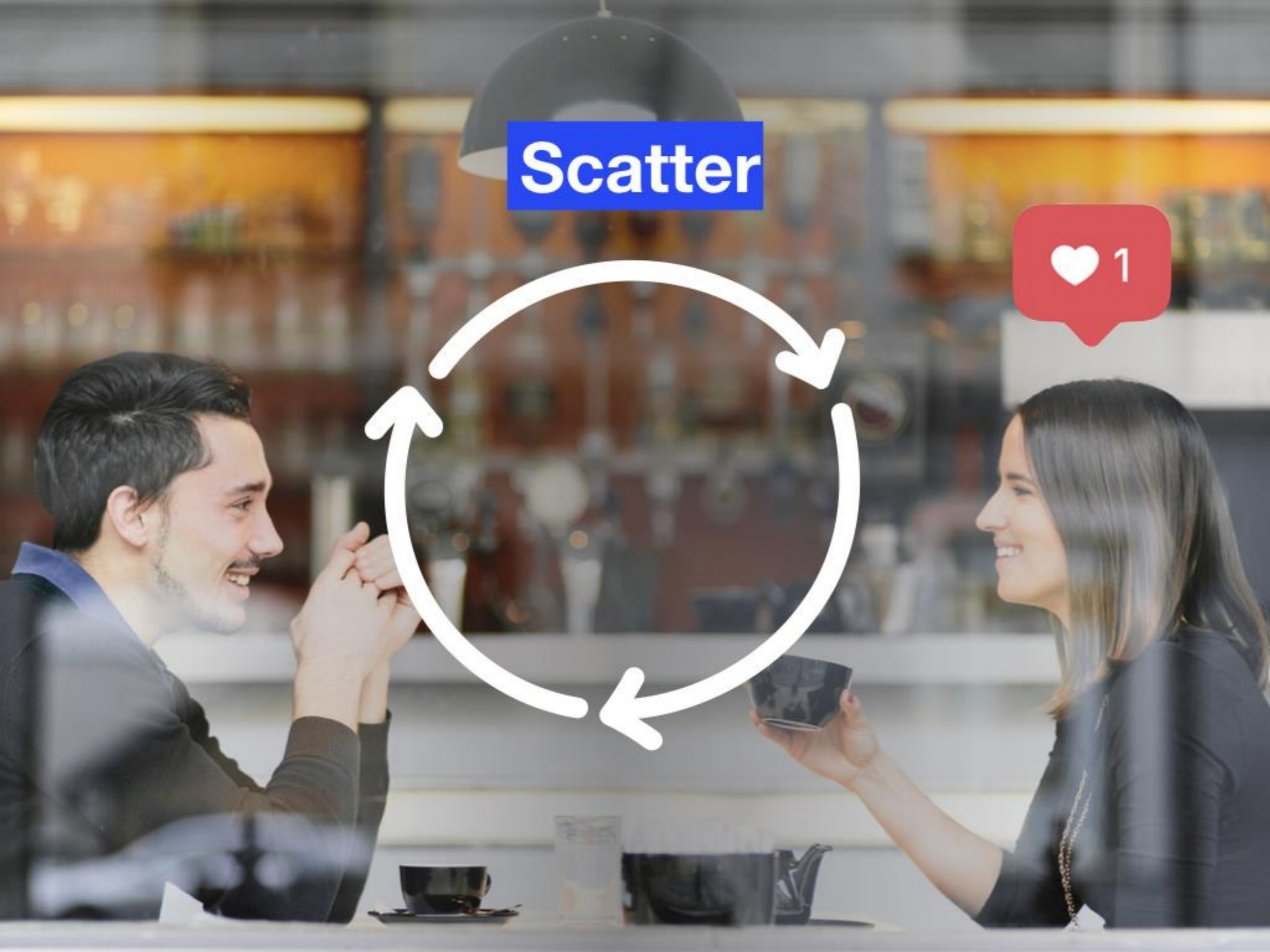
6x more likely to
try new products

Rosetta

Scatter



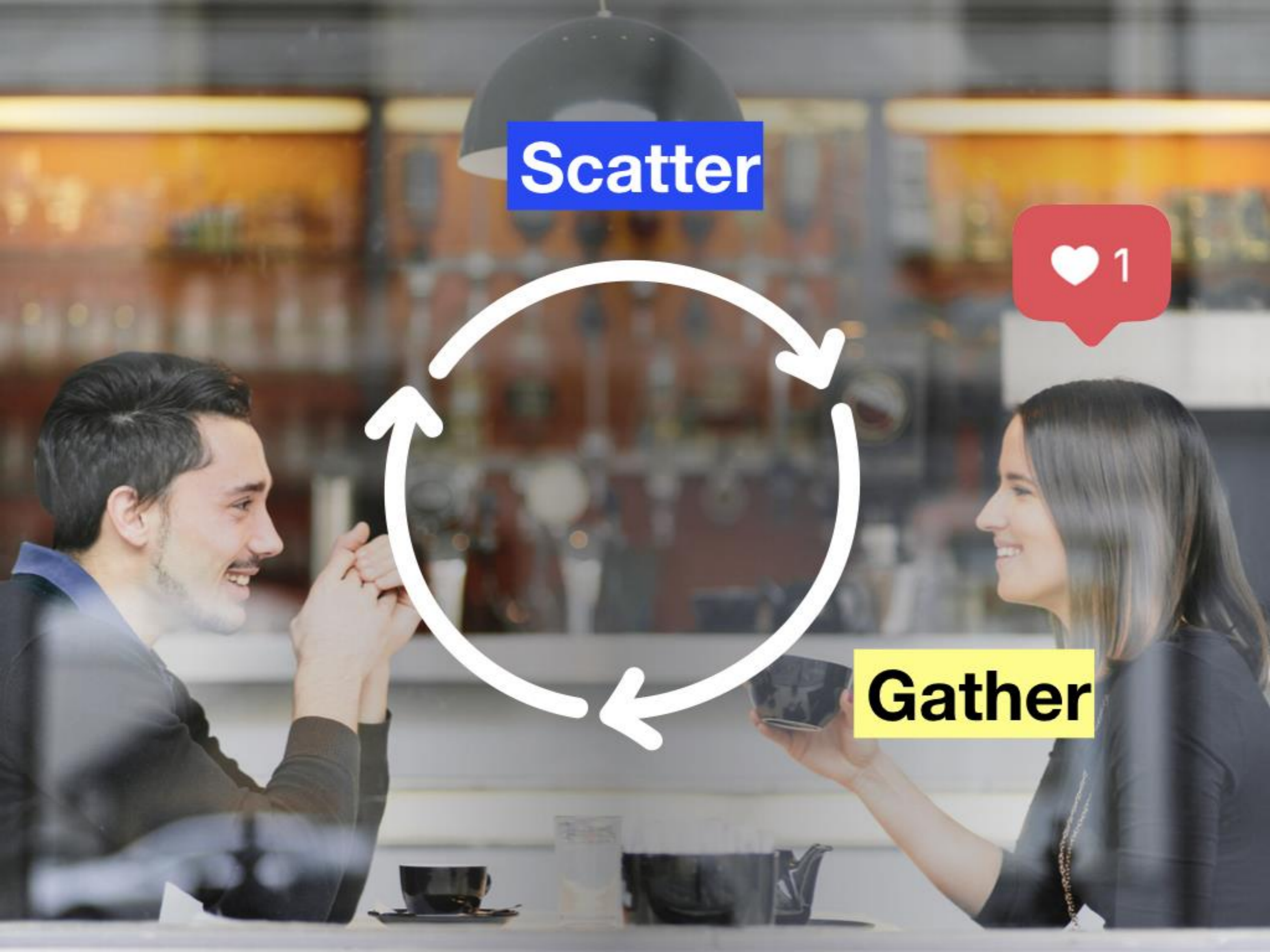
Scatter



Scatter



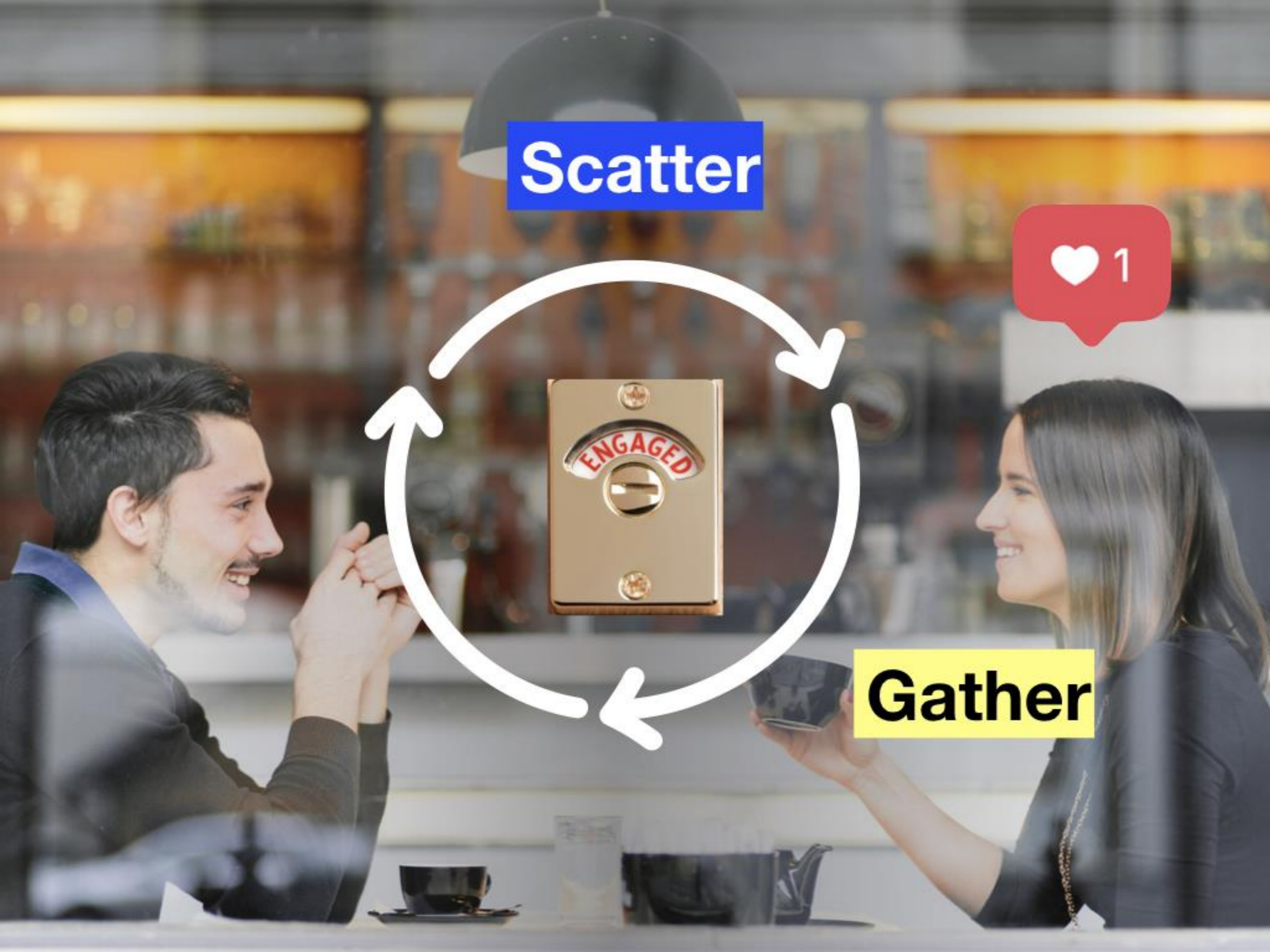
Gather



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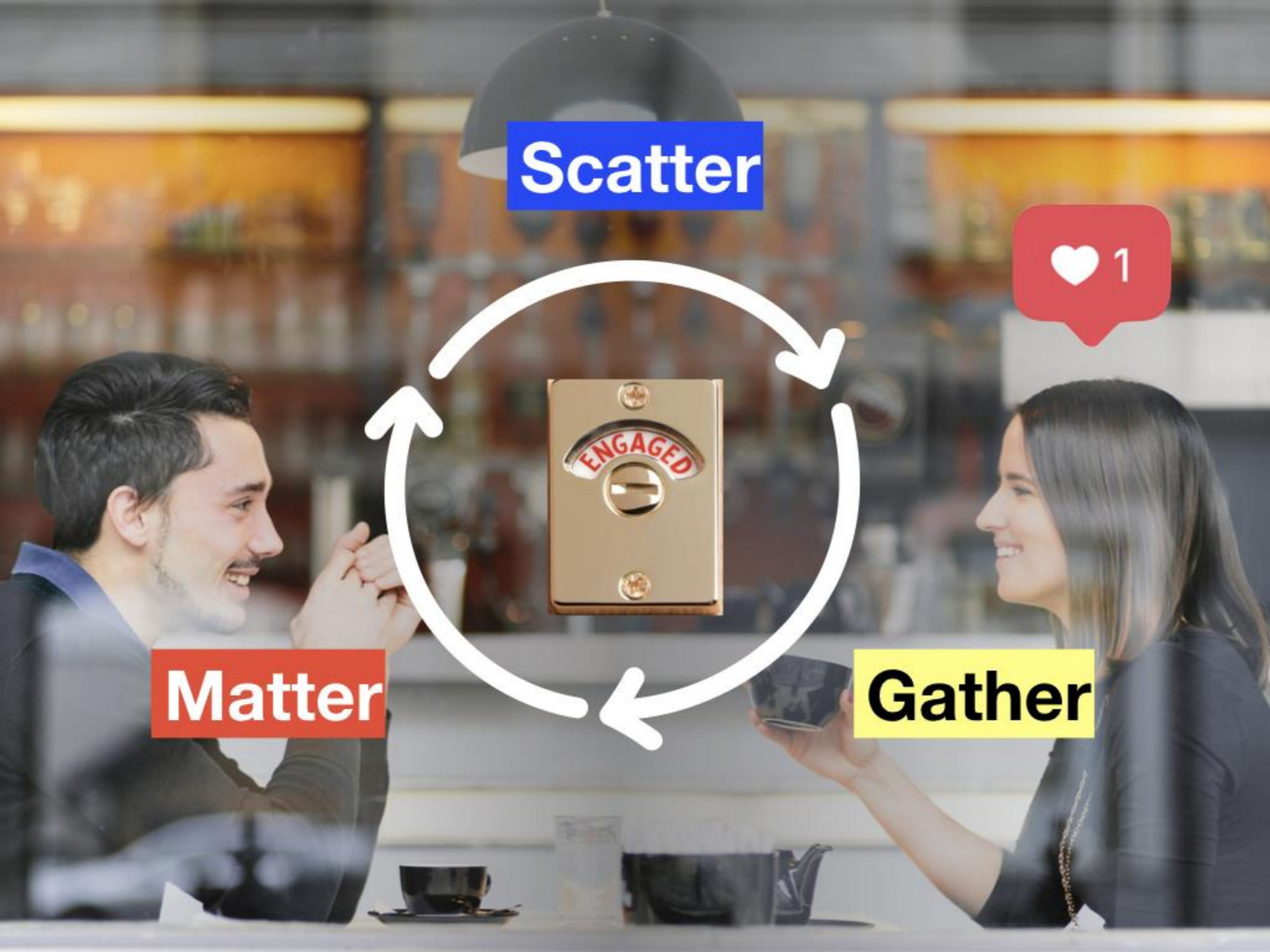


Scatter



Matter

Gather

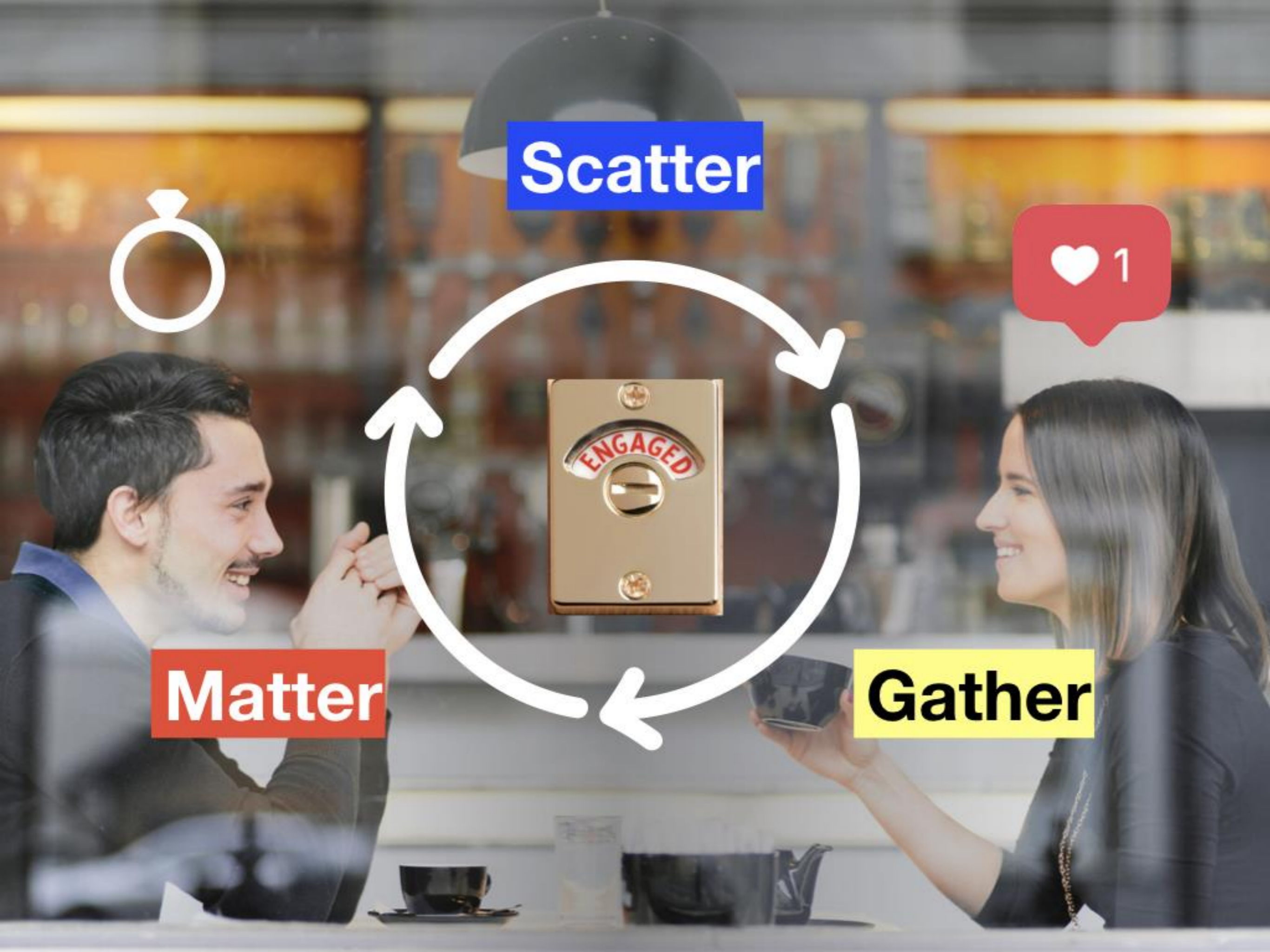


Scatter



Matter

Gather





LOTS of communication

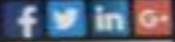
Scatter

Schema-hacking



savond

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Gather

Sensorial

Social





CSS



Animations

Matter

Physical Means

Psychological Meaning















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12:00

Ready Cooking

Defrost	Reheat	Power On
Keep Warm	Cancel	Power Off
Auto Cook	Auto Defrost	Auto Cook
1	2	3
4	5	6
7	8	9
Clock	0	Stop
Power Level	Power Level	Power Level

Start







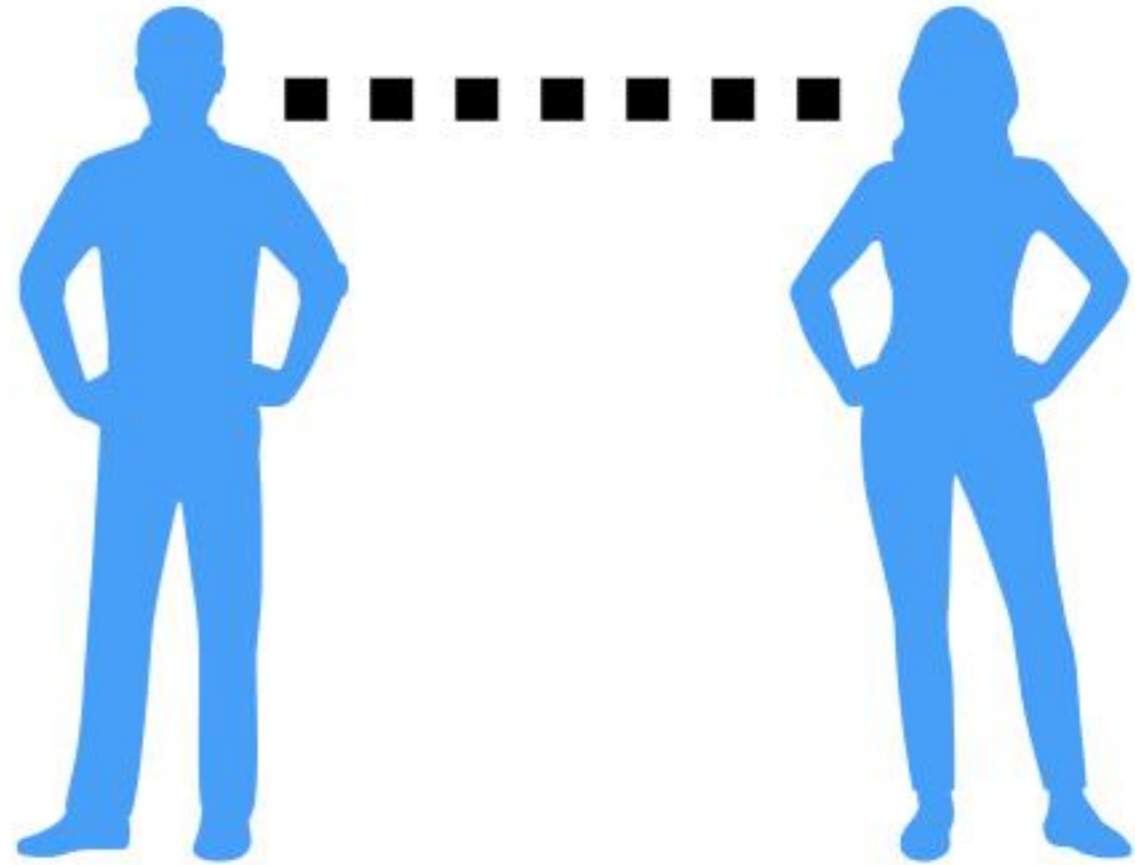
Scatter

Matter

Gather



$(* \cdot) =$



YOUR STATUS:

Partial engagement

First off, well done – you are starting to deal with engagement.

Currently, **you are doing the right activity, but not consistently**. You see some engagement from your audience members, but it's unpredictable: at times you get a fair bit of engagement, other times very little.

Increasing engagement will mean you enjoy the benefits of **greater attention, involvement, and ultimately, more impact**.

To get that, **develop consistency within your activity**.

OVERALL SCORE:



SCATTER:



How you communicate, and the strength of your message.

GATHER:



The way you bring people together through events and experiences.

MATTER:

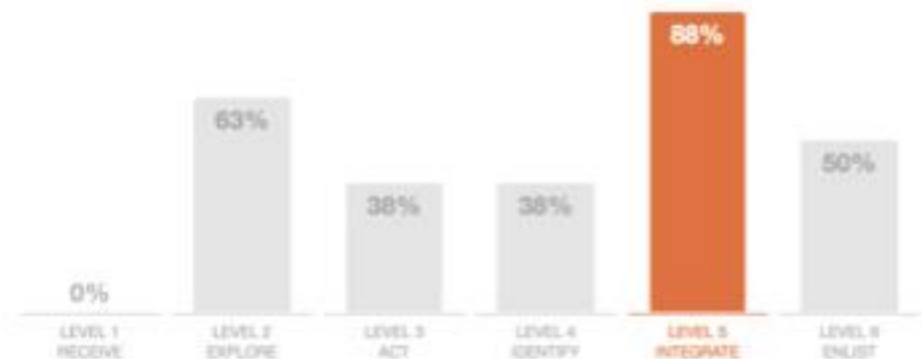


How you empower people through your platform.

YOUR STRENGTH:

You are good at creating things that people can integrate into their lives

You scored best for the integrate level of engagement, which is where people integrate what they are engaged with into the routine of their lives. As your strength, this means that you're doing enables people to do things they couldn't do before, much like people benefit from new technology or a good mental model.



The Six Psychological Levels of Engagement

FREE Assessment

engagementassessment.me