# Brokerage Trip Reality Check

**Community Engagement Checklist for Innovators Working In-Country**

*How to use this checklist*

Use each box to prompt discussion or reflection, not as a task to complete.
The sub-points should only guide your judgement rather than define your actions.

## BEFORE YOU TRAVEL

*Focus: improve the quality of information you will receive*

☐ **Your customer may not be your end user. Ensure both shape your design.**

– Who *uses* the solution day to day?

– Who influences adoption, payment, permission, or legitimacy?

– Who might lose income, status, or control if this succeeds?

☐ **Make your assumptions explicit**

– What problem do you believe you are responding to, and for whom?

– What are you assuming about behaviour, trust, time, risk, or payment?

– Which assumptions would seriously damage the project if wrong?

☐ **Design how you will listen**

– How will people safely disagree or raise concerns?

– Who will *not* be present, and how does that shape what you hear?

– How will you make sure what you hear is recorded and compared across meetings?

☐ **Clarify where decisions can change**

– Which design, delivery, pricing, or partnership arrangements could change as a result of this trip?

– Who in your organisation has the authority to act on what you learn?

# The 80:20 Pathway

# AFTER YOU RETURN

*Focus: turn what you have learned into concrete decisions*

☐ **Look for gaps between what people say and what they do**

− Where did behaviour differ from what people said?

− Where did you notice silence, hesitation, or deflection?

− What does this suggest about underlying risks or limits?

☐ **Update your view of who actually mattered during the trip**

− Who mattered more than expected?

− Who was missing but would clearly shape outcomes or decisions?

− How does this change when thinking about scale, not just pilots?

☐ **Integrate what you learned into decisions**

− What will you change as a result of this trip, and why?

− What will not change, and why?

− Which original assumptions still hold, and which do not?

☐ **Anticipate downstream effects**

− Who benefits immediately, and who later?

− Who carries any new burden, cost, or risk?

− What expectations may now exist because of your presence?

☐ **Follow up clearly and explicitly**

− What will you communicate back, to whom, and when?

− What will you say if decisions are delayed or uncertain?

− How will you avoid silence being interpreted as disengagement?

## Reminder

Engagement is useful when it changes how decisions are made, not just when it reassures you about your plans.