



## **Seven Knowledge Keys for Understanding a Community**

### **Aspirations**

What are people's aspirations for their area/topic, their own futures and those of others?

### **Civic Places**

Where do people get together and talk? What can you learn in each of these places? What are the norms, practices, customs and rhythms of each place?

### **Concerns**

What are the concerns, challenges and issues that people talk about? How do they define those concerns? What are the icons (labels) or buzz phrases people use?

### **People**

What are the things people hold valuable (such as heritage, sports, work, leisure)? How do people talk to one another? What is the language they use? What are the norms and practices that shape people's interactions?

### **Place**

What is people's sense of place? What is the history of the community and its people? How is the community developing? What are the historic issues of concern and how are these changing? What is the evolving look of the area/topic?

### **Sources**

What sources do people in the area/topic consider to be authentic, credible and trusted? Who, beyond those in official positions or "people-on-the-street," are authentic?

### **Stereotypes**

What are the stereotypes of different parts of the community? What preconceived notions or professional biases might you have about the topic/area? How are your views of the community changing?