

If you're wanting to engage people whom you believe are "disinclined" to participate with you:

First, recognize that it's unlikely that they'll participate if you have no relevance for them. Do you? If not, there may not be much that you can do.

But if so, here are some things to think about:

Most important: Do you have a genuine relationship with "these people"?

- Do you attend THEIR events (after all, you hope they will attend yours!)
- Do you know folks, casually, to talk to?

Once you have made a commitment to building relationships, here are some other things to think about:

- Are you in it for the long run? Or do you hope for results right now?
- Who is making the invitation to participate? This may be a great opportunity for a partnership!
- Are events held in a location that's inviting and comfortable to "them"?
- If you are hoping for some of "them" on your board:
 - Are you committed to not making a person into a token?
 - Are you prepared to be changed? (or do you want folks who might look different from you, but who think like you do?)