



# VocalEyes

Ideas **into** Action

**June 2011**

## Executive Summary

### What is VocalEyes?

VocalEyes is an advanced participation and engagement process designed to turn ideas into action that can be used by any group, business or community in the UK, resulting in a more effective and resilient organisation. It does this by providing an open, transparent means for or promoting 'vocalisation' of ideas, and for deliberating, deciding, and progressing the best of these into meaningful actions which are supported across the organisation. Ideas can be generated at any level – top-down or bottom-up – facilitating both consultation and empowerment.

### How does it work?

VocalEyes comprises an online (internet) service together with offline (face-to-face) processes which embody and promotes engagement, learning, participation, motivation, responsibility, positivity, creativity, interactivity, deliberation, consultation, communication and decision-making. The VocalEyes process is inherently inter-connective and so fosters a culture of engagement and learning, with a set of behaviours and attitudes which over time strengthen the organisation.

### How can you use VocalEyes?

Simply register with VocalEyes, create a group, meet together and set out your themes, issues or questions that you want to consult on and then suggest those on the forum. people can rate and debate the ideas once they are online, allowing the most popular proposals to rise to the top of the ratings chart as the voting process takes place. Then simply view the results and implement the top ranked ideas and record the outcome.

For more information on VocalEyes visit: <http://www.vocaleyes.org/>

VocalEyes can be used in a variety of settings including the public sector; it is currently being piloted in Pembroke College amongst 4500 students. It can also be used in the private sector, as well as amongst communities who wish to take ownership of democracy, and in local government, the possibility to scale up is as large as the organisation who wish to engage in a democratic process. VocalEyes can be accessed via a standard website, blog or intranet site, by Twitter, Facebook, text message on a desktop, laptop or Android Smartphone including Blackberry and Apple iPhone.

To see VocalEyes as an app for the Apple iPhone: [click here](#)

