

# People's Forums

## Re-thinking engagement. Real insight and accountability programmes for communications, leadership & trust. From the front-line, not just the Boardroom.

Many now claim “we’ve had enough of experts” but Jericho does not agree. In what some are calling the post-ethical age, where ugly populism and dis-information abound, expertise, evidence and professionalism are needed more than ever.

Jericho is committed to the principle of “wise crowds” – communities of stakeholders that embrace diversity and dissent across business, government and civil society and support outside-in thinking. Wise crowds help leaders and organisations escape their usual echo chambers and the sterile thinking that prevails in narrow corridors of old power. Real insights and better policy-making are not the preserve of the few. This approach is reflected in Jericho programmes on tax; the digital economy; housing, transport & infrastructure; Adult Social Care; charity & philanthropy; and the future of work.

Jericho is also committed to the practice of 45° Change, where top-down meets bottom-up. Here, meaningful shifts towards a better society can catalyse. Leaders and organisations cannot talk about Amazon workers or Deliveroo riders without talking with them also. Voice and representation must be open and fair for all.

Jericho's People's Forums bring this thinking to life – providing compelling insights, powerful data and robust accountability models. They bridge the historic chasm between so-called elites and the “masses”; employers and employees; companies and customers. They are carefully constructed and statistically relevant. New coalitions emerge. The outcomes include more resonant narratives; deeper internal and external engagement; rich content; better policies, actions and behaviours for all.

