

[CLICK HERE FOR INSTRUCTIONS ON USING THIS VIRTUAL VERSION OF THE ACTION PACK](#)

RULE 1: Create and maintain a safe space for deep, focused conversation.

TABLE GUIDE:

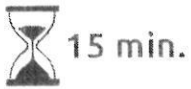
KNOWLEDGE KEEPER:

RULE 2: Frame a conversation around an appreciative question.



FRAMING QUESTION
Imagine if we had signage on the highway and around town directing people to our public areas.

RULE 3: Uncover hidden assets people are willing to share.




What assets is each person willing to share? Focus your conversation not so much on what you do, but on resources you are willing to share with a new network (e.g., physical assets, skills and knowledge assets, social/network assets, capital assets.)

PERSON	ASSET(S)
	Design - Logo (colors)
	Words describing
	calling for quotes
	Finding Land owners.
	Construction - will the sign Co put them up.
	Welcome
	Way finder sign

>> Next, you'll connect these assets to create new opportunities

RULE 4: Link and leverage your assets to identify new strategic opportunities (Part 1).

 15 min. List the connections that spring up from the discussion. Ask questions like "What would that look like?" or "What if we...?"

OPPORTUNITIES

library
 Grocery store
 Splash Park
 bathrooms
 Cafe
 Parks
~~Rest area~~
 fitness center
 Rest area
 Apartments

① Welcome Sign bright lights
 signs on businesses
 street signs
 house numbers
 church signs? services?
 School school zone?
 business district

DOT, license, landowner permission
 Tie the sign into the mural.

>> Use the next page to narrow your ideas to three opportunities

RULE 4: Link and leverage your assets to create new strategic opportunities (Part 2).



Narrow your link-and-leverage ideas to your three (four if you must) top choices. How could you describe each opportunity in one or two phrases?

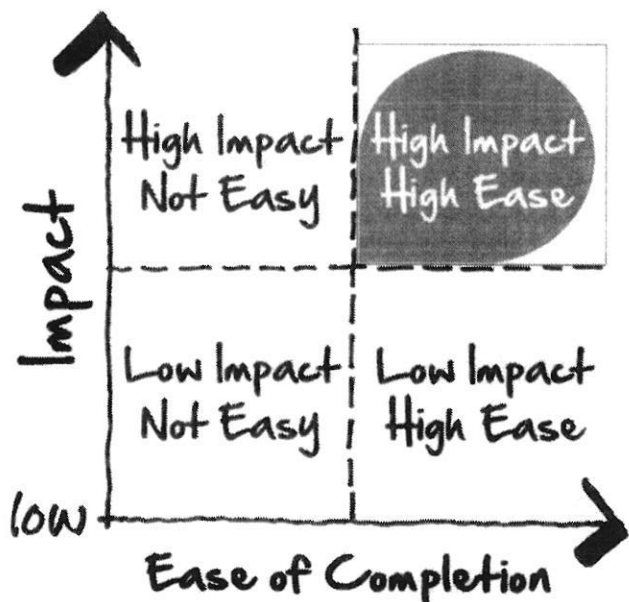
"BUMPER STICKER" TITLE (<20 WORDS)	DESCRIPTION
① Welcome sign	
② And sign for highway? Businesses? Bathrooms? Rest area?	
③ Street signs House numbers	
4 Church signs	

>> Use the next slide to find your "Big Easy"

RULE 5: Rate all your strategic opportunities to find your "Big Easy."




Your "Big Easy" is the opportunity that best combines impact with ease. Rank the ease and impact of the three opportunities from the previous page. First, each person evaluates the potential impact of each opportunity if it was completely successful with 5 being high and 1 being low. Add everyone's numbers. Next each person evaluates how easy or difficult each would be fully execute with 5 being easy and 1 being difficult. Add everyone's numbers then total impact and ease scores for each opportunity to find your "Big Easy."



OPPORTUNITY	IMPACT	EASE	TOTAL
#1	5	4	9
#2	5	4	9
#3	5	1	6
(#4)	low 1	2	3

>> Next, convert ythe "Big Easy" into an outcome

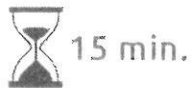
RULE 6: Convert your "Big Easy" into a strategic outcome by adding measurable characteristics.

 20 min. What would people see, how would people feel, how would people's lives be different if we were completely successful?

SUMMARY OF STRATEGIC OPPORTUNITY	CHARACTERISTIC	SUCCESS METRIC (<3 PER CHARACTERISTIC)
<p>Welcome to Selden Pride</p>	<p>Pride Proud to call it home</p>	
<p>Business to Selden foot traffic \$</p>	<p>create more traffic more business</p>	<p>the possibilities of more</p>

>> Use the next page to define guideposts and a pathway to reach your outcome

RULE 7: Define a Pathfinder Project with Guideposts.



Your Pathfinder Project moves you toward your outcome. Guideposts are key steps that are critical to your success; defining a small number of these will help you stay on your path.

PATHFINDER PROJECT	GUIDEPOSTS	BY WHEN
	1.	
	2.	
	3.	
	(ENDPOINT)	

Checklist for a good Pathfinder Project:

- It will engage all the people around the table
- You don't need permission to carry it out
- It will be completed within approximately 3 to 6 months (90-180 days)
- It will serve as a vehicle to attract others and "create a buzz"
- It will help the participants test some key assumptions
- It will have a clear endpoint for a "go/no go" decision

>> Use the next page to develop an Action Plan

RULE 8: Draft a short term Action Plan with everyone taking a small step.




An Action Plan includes what each of you will do in the next 30 days. The more clearly you understand where you want to go, the more clearly you can see your next steps.

WHO	WHAT WILL BE DONE	DELIVERABLE	BY WHEN
	Survey to see what it should look like		

>> As a last step, agree on how to hold your next conversation

RULE 9: Set a 30/30 meeting to review progress and make adjustments.

 5 min. Maintaining alignment is a dynamic process requiring continuous, but not constant, attention and communication. What has been done in the last 30 days? What needs to happen in the next 30?

FOLLOW-UP MEETING & COMMUNICATION		
DATE	April 9th	How we'll share information:
TIME	6:00 PM	
PLACE	Town Council	

When you meet again for your 30/30 use these questions to guide your conversation.

1. What have we each learned (new information, insights, etc.) over the last 30 days while performing our action items?
2. Did anything that was to have been done over the last 30 days NOT get done? If not, does it STILL need to be done? If "yes," how will it get done?
3. Does our proposed course forward still make sense? Any course corrections need to be made in light of what we've learned over the last 30 days? Do our dates (guideposts, etc.) need adjusting?
4. Now...what will each of us do over the NEXT 30 days – who will do what, by when, and what is the deliverable?
5. When, where, and how will we get together the next time (in about 30 days)?

RULE 10: Nudge, connect and promote relentlessly to build your new habits of collaboration.

>> Use the next page to summarize your Strategic Doing plan



Having your strategy on one page can help you see the big picture and communicate it with others. Summarize your strategy here so that everyone has talking points.

OUTCOME Where are we going?	
SUCCESS METRICS How will we know when we've arrived?	1
	2
	3
PATHFINDER PROJECT How will we get started?	
GUIDEPOSTS How will we know we're not lost?	1
	2
	3
ACTION PLAN What will we start doing by next week?	1
	2
	3

ACTION PLAN What will we each start doing in the next 30 days?	

Connect with your new network.

Pass around this sheet from the Master Strategic Doing Pack so everyone can list their name and email. Then give it to the Table Guide or Knowledgekeeper who will attach it to the Master Strategic Doing Pack.

Person	Organization	Email
Michelle Peterson	Signage	mdpeterson99@gmail

What the project is -
What I'm doing in the
next 30 days

community survey

March 31, 2005