

Name:



Strategic Doing™

Do More Together.

COMMUNITY CATALYST ACTION PACK™



November 15, 2023
Vilonia, Arkansas



Table Focus Area: _____

Table Guide: _____ Knowledge Keeper: _____

| Team Contact Information | | |
|--------------------------|--------------|--------|
| Name | Phone Number | E-mail |
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1. Create and maintain a safe space for deep, focused conversations

We will behave in ways that build trust and mutual respect!

2. Frame a conversation around an appreciative question

Framing Question:

Imagine the Vilonia area as an exciting community that attracts 21st century talent and industry. Where the community is recognized for its innovation in education and business development and where people throughout central Arkansas want to live and raise a family. What would that look like?

Use the provided sticky notes / cards to write down your initial thoughts to the framing question.

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 the resources you are willing to share with the new network.

Use the space below to help you think about the different types of assets you may have (or have access to) and are willing to share as part of this effort.

Remember...your assets must be actionable!

Use the provided sticky notes / cards to list your assets. Please list **only 1** asset per sticky note / card.

| | |
|--|--|
| Physical Assets (facilities, equipment, tools, etc.) | Knowledge/Skills/Abilities Technical skills, hobbies, education, experience, etc.) |
| Social Assets/Networks (organizational memberships, relationships, etc.) | Capital Assets (financial resources, grant funding, etc.) |

4a. Link and leverage your assets to identify new strategic opportunities

Quickly jot down connections that spring up from the discussions. Ask questions like “What would that look like?” or “What if we...?”

Use the space below to brainstorm ways to combine your group’s assets into new opportunities.

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4b.

Identify your top 3 strategic opportunities

If necessary, examine the list of opportunities. What common themes emerge? If necessary, vote on the opportunities identified to determine your top 3.

| OPPORTUNITY | BRIEF DESCRIPTION |
|-------------|-------------------|
| 1 | |
| 2 | |
| 3 | |

5.

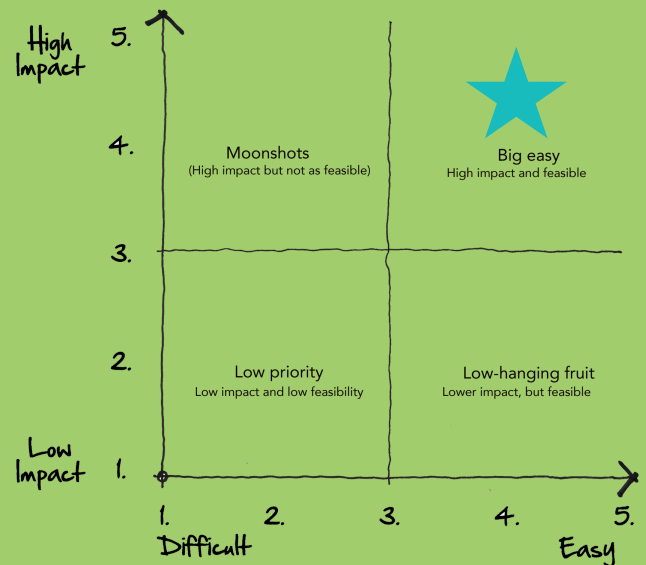
Rate your top strategic opportunities to find your "Big easy"

Your "Big easy" is the opportunity that best combines impact with ease. Rank the impact and ease of the three opportunities from the previous step.

First each person evaluates the potential impact of each opportunity if it was completely successful with 5 being high and 1 being low. Write that number in the appropriate space below

Next each person evaluates how easy or difficult each opportunity would be to complete with 5 being easy and 1 being difficult. Write that number in the appropriate space below.

Everyone should share their individual scores for the impact and ease of each opportunity. The totals of the numbers will help find your "Big Easy."



| Opportunity | Impact 1 = Low 5 = High | Ease of Completion 1 = Difficult 5 = Easy |
|-------------|-------------------------------|---|
| 1. | | |
| 2. | | |
| 3. | | |

6*. Define a Catalyst Project as your starting point

Your catalyst project moves your community forward and begins the process of shared learning. Catalyst projects could be thought of as pilots, first steps, prototypes, proofs of concept, etc. **Note: Your catalyst project and your “big easy” may be the same thing. Please use the checklist below to help determine.**

Catalyst Project Checklist

- It will engage all the people around the table
- It will be completed within approximately 6 to 8 months
- It will serve as a vehicle to attract others and “create a buzz”
- It allows you to “test before you invest”
- It will help the participants test key assumptions
- It will have a clear endpoint for a “go/no go” decision
- Group does not need permission to move forward

Our Catalyst Project is...

| Guideposts | Deadline |
|------------|----------|
| | |
| | |
| | |

7*. Define success for your Catalyst Project, along with measurable characteristics

Take your catalyst project and define an outcome with clear measures for success. What will be different once the catalyst project is achieved?. What will people see and feel because of your project?

Catalyst Project:

| If your project is successful what will be different? What will people/groups see? What will they feel? | How will we verify success? |
|---|-----------------------------|
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*This is a modification from the traditional Strategic Doing™ pack. In a typical pack, defining success with measurable characteristics is completed following the identification of the “Big Easy” and then a “pathfinder project” is identified. As part of the Catalyst Program, it was necessary to use success metrics to drive the local action teams. To avoid confusion and the repetition of steps, the pack and order was slightly modified. Also, to help avoid confusion with participants, the term “pathfinder project” was replaced with “catalyst project”. No alterations to the individual steps (or their intent) has been made.

8. Define 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. What will each team member commit to working on for at least 1 hour over the next 30 days to move this project forward?

| Name | Task | Deliverable | Deadline |
|------|------|-------------|----------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |

9. Set a 30/30 Meeting to review progress and make adjustments

On-going communication is crucial to the success of your project. Set the details of your next meeting where you will discuss what you will do next as a group.

| | | | |
|-------------|--|----------------------|--|
| Date | | Location | |
| Time | | Project Guide | |

10. Commit to being “the nudge” to keep the group moving forward

Nudge, connect, and promote relentlessly to build your new habits of collaboration

“I commit to supporting this group, holding each other accountable, and doing my part to move us forward.”

| | | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|--|
| Initial: | | | | | | | | | |
|----------|--|--|--|--|--|--|--|--|--|