

LeadershipPlenty: Moving From Talk to Action

Module Seven

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Agenda

Introduction	15 Minutes
Issue Profile	20 Minutes
Phase One	40 Minutes
BREAK	15 Minutes
Phase Two	40 Minutes
Phase Three	30 Minutes
Reflections	10 Minutes
Closing and evaluation	10 Minutes
<i>Total Time</i>	<i>180 Minutes or 3 Hours</i>

Introduction

- **Subject**
 - Planning for change
- **Purpose**
 - to equip groups to develop and implement an action plan to address an important issue in their community.
- **Objective**
 - To explore the three phases of a community action process: finding a starting point, mapping the journey, and revising the course when necessary

Planning for What?

We envision an era in which citizen groups are increasingly able to:

- set their own guidelines and purposes,
- think creatively about community options,
- make planning decisions with a clear sense of probable outcomes and
- evaluate programs with an overall awareness that planning is a necessity—not a luxury.

Guiding Questions

1. How do leaders go about planning and actually getting started on a community change project?
2. How can we identify and achieve realistic goals along the way?
3. How do we know if our action plan is working?
4. How can we change our plan if necessary?

Overview

Planning is a **Process**...the steps to a **Product**!

The steps in the process are related to three phases:

1. *Starting* →

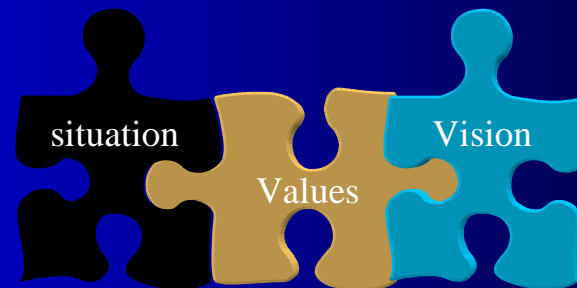
2. *Mapping* →

3. *Revising* →



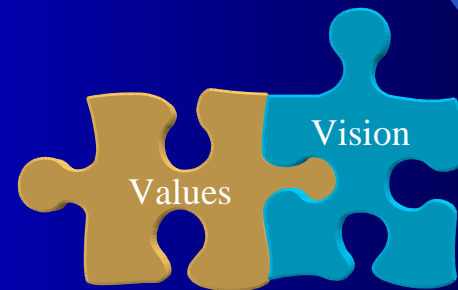
Phase One: Finding a Starting Point

- Move forward on the issue/situation as the basis for action
- Understand our core values as guiding principles
- Create a shared vision for an alternative future



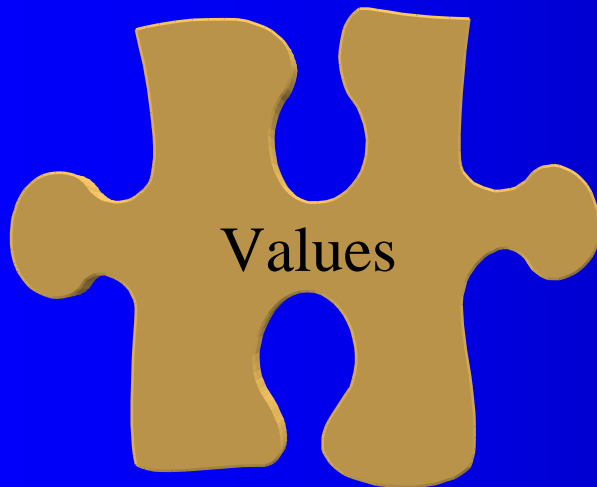
Phase One: Issue Profile

- What is the Issue?
- Why is this a concern?
- What is the cause?



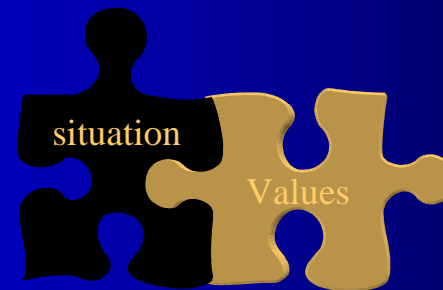
Phase One: Core Values

- What core values guide our group effort?
- What matters most?



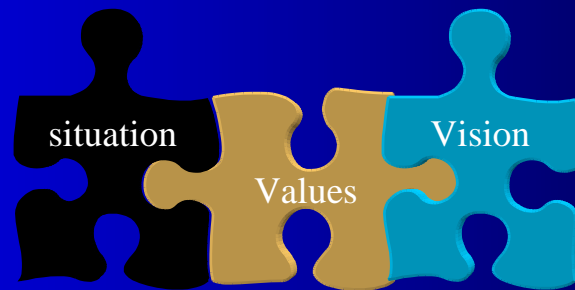
Phase One: Vision

- What is our future situation? *The Ideal*
- What is the current situation? *The Real*
- What's the difference between the two? *The Gap*



Phase One: Debriefing

- Understanding the situation is not enough
- Knowing our core values help to guide us toward a vision
- Opportunities for tomorrow are in front of us today
- Creative visioning is not just about problem solving—its about a better future

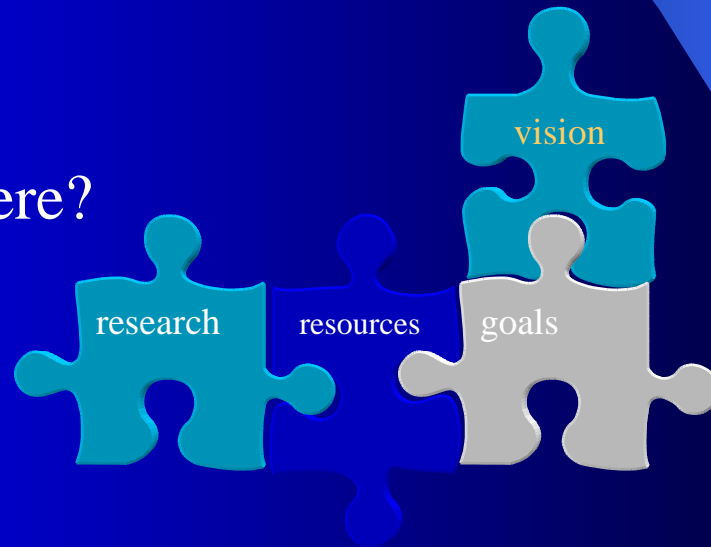


Phase Two: Mapping the Journey

Planning through the metaphor of a journey—that is, a destination and the travelers co-creating a map to move forward.

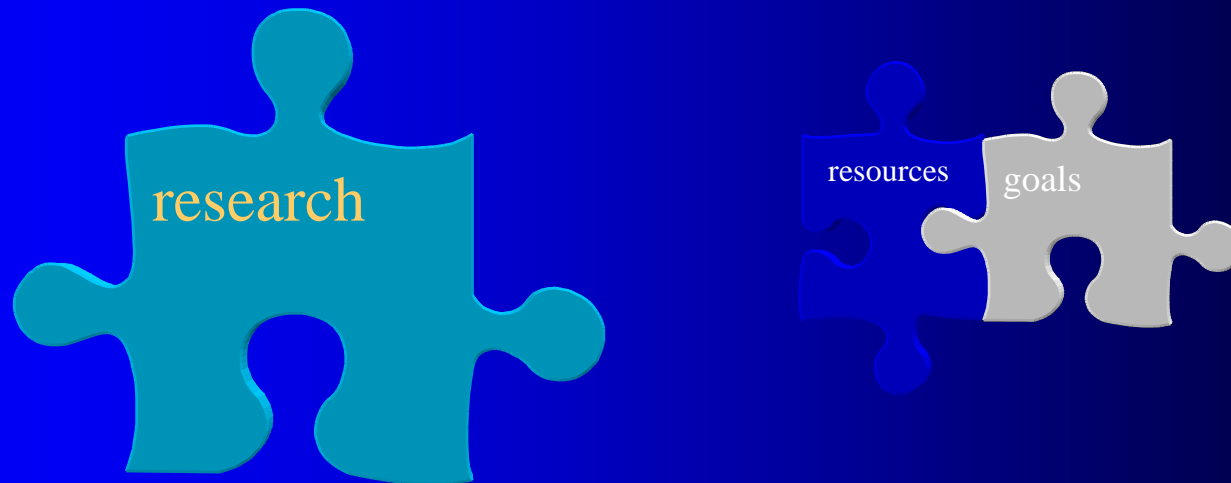
- Where are we going?
- Who are we going with?
- Who will go with us?
- What road will get us there?

Mapping →



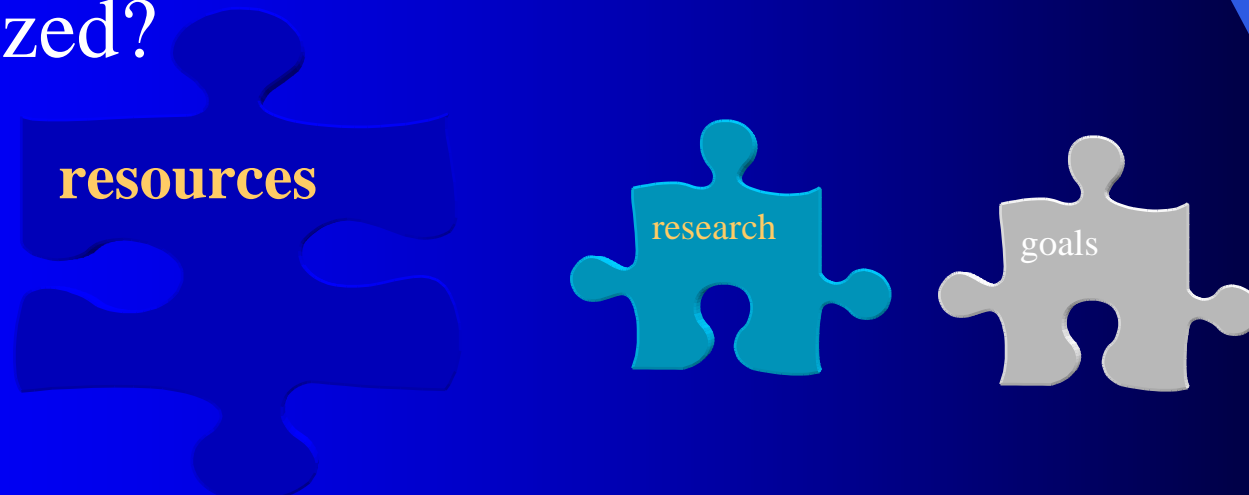
Phase Two: Research

- What are the current facts and trends?
- What information is necessary?
- Have other communities done this before?
- What successes can we build on?



Phase Two: Resources

- Who are the potential supporters?
- What relationship do we build?
- Are there possibilities for funding?
- What about in-kind services?
- What talents and skills are not being utilized?



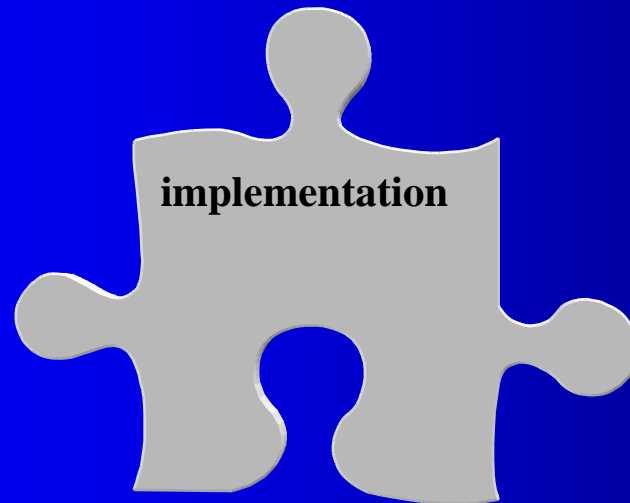
Phase Two: Goals

- Do we have program/project ideas?
- Do the program ideas relate to the goal
- Have we developed interim goals—3 mos, 6 mos, a year?



Phase Two: Implementation

- It's your turn to put all the pieces together
- Your work will be the basis for evaluation to be covered in session 8
- Use the worksheet provided as a guide
- Use the vision we develop earlier today



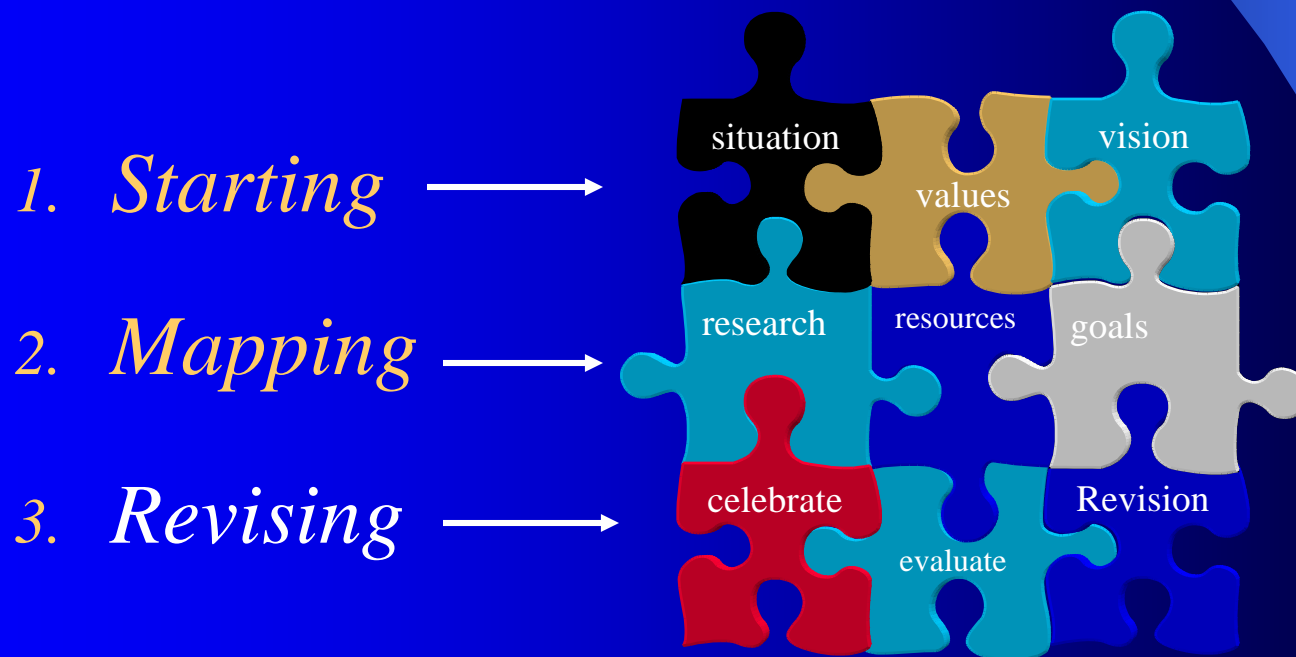
Phase Two: Debriefing

- Don't reinvent the wheel—find out what information is already available when developing strategies
- Be inclusive in getting others involved
- Remember, you can't do everything—resources should be maximized in terms of people, dollars, in-kind support
- Think about your situation as an opportunity for positive change
- Set short and long-term goals, working timelines and
- Match people with activities



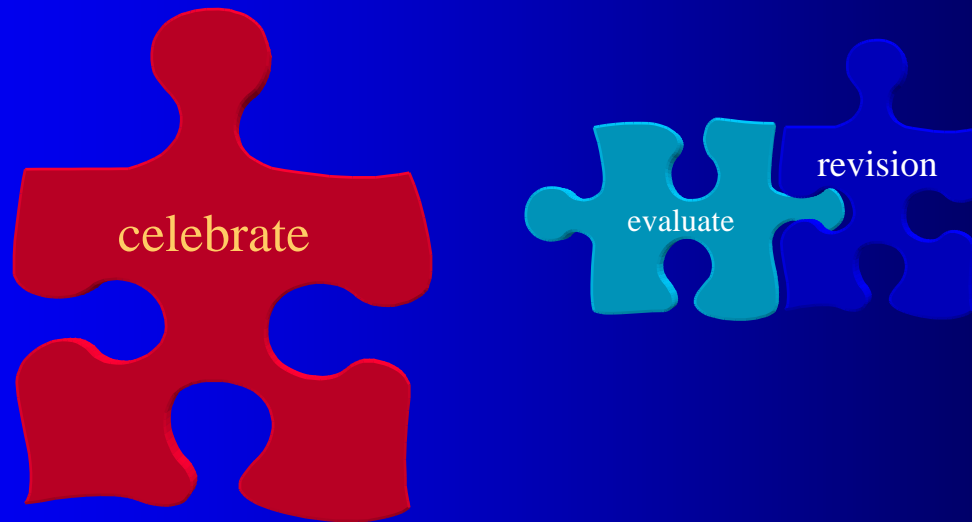
Phase Three: Revising En Route

- Celebrations help to sustain the group
- What actions have we taken?
- What are the results of these actions?
- What are the un-anticipated challenges? When is it a reason to modify your action plan?



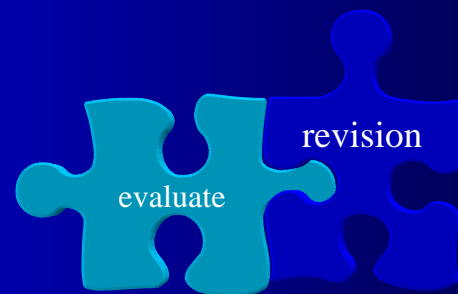
Phase Three: Celebration

- Small successes are opportunities to celebrate
- Everyone needs to feel involved, useful and valued
- Celebrations provide opportunity to include new people
- Celebration is “creativity abound”-videos, dram, music format, etc.



Phase Three: Celebration

- What are the signals that suggests it is time to celebrate?
- Identify ideas for celebrations
- Think about the diverse people in your group when planning celebrations
- Keep in mind resources needed
- What are some positive outcomes of celebrations



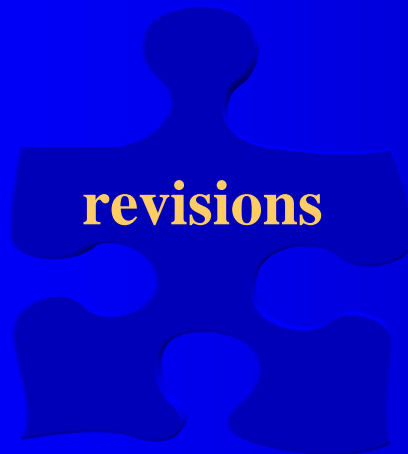
Phase Three: Revision En Route

- What are we evaluating?
- We will be successful if....?
- What will be going on to indicate we are moving towards our goals?



Phase Three: Revising En Route

- Is the effort adequate?
- Are we using enough resources?
- What needs refining?
- How flexible are we?
- Can we adapt to changes outside of our control?



Debriefing: Revising En Route

- Planning for a change: Revisit the vision
- Planning as action: Check against goals
- Planning as collective: You can't do it alone-celebrate community success
- Planning as renewal: evaluate and evaluate or you can't revise

1. *Starting* →

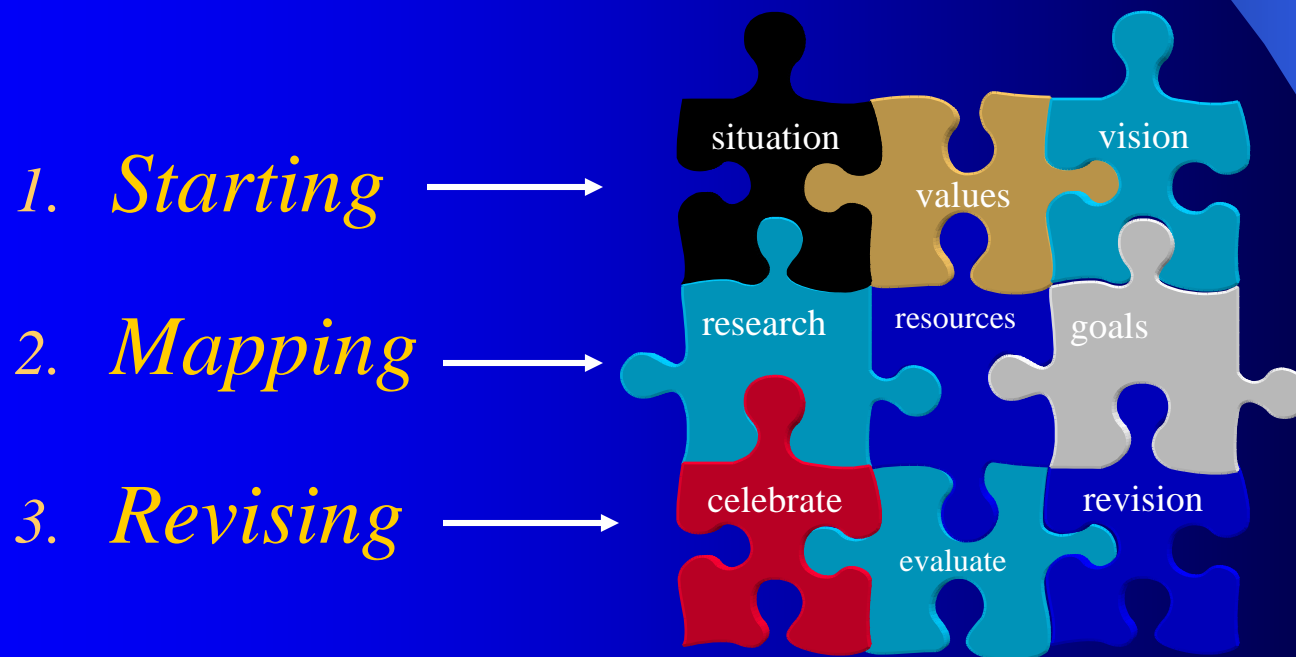
2. *Mapping* →

3. *Revising* →



Reflections

- **From Process...To Product**
- **Obstacles...?**
- **Strategies...?**



Where to Get More Information

- **Training:** Session #8 will focus on evaluation in more detail

- **Resources:**

Allen B. Moore and Rusty Brooks, *Transforming Your Community: Empowerment for Change* (Malabar, Fl: Krieger Publishing Company 1996)

The Community Toolbox: <http://ctb.isi.ukans.edu>

- **Iowa State University Extension County office or** ballen@iastate.edu

Conclusions

- The most satisfying part of planning is not the specific activities—but rather when a change in outlook has occurred.
- When the outlook changes to proactive planning—the community makes waves and is able to see the potential for change.
- Planning is more than problem solving—its about a vision we have for a better future.

Thank you for your participation!