



# Working Out Loud Circle Guide

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## Week 11: Imagine the Possibilities

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### What to expect this week

So far, the focus has been on contributions and connections. Now it's time for expanding your sense of what's possible. This week, you'll think of your network as a tribe of people connected by a shared interest. It could be as simple as a small group connected by a common hobby or it could be much, much bigger. Whether or not you want to build a tribe of your own, it's good to know you have the power and influence to create one if you wanted to.

### Related reading from *Working Out Loud*

*Chapter 21 - Creating a Movement*

*Chapter 22 - A 25-Year-Old Linchpin*

Video: [www.ted.com/talks/seth\\_godin\\_on\\_the\\_tribes\\_we\\_lead.html](http://www.ted.com/talks/seth_godin_on_the_tribes_we_lead.html)

### Suggested agenda

The video is about 17 1/2 minutes long, so watch it beforehand if you can.

Thing to do	Approx. time
Check-in	10 mins
Exercise: Finding tribes you care about	15
Exercise: What's your lemonade stand?	10
Exercise: A letter from someone in your tribe	10
Discuss your tribes	10
Checkout for Week 11	5

**Check-in (10 minutes)**

Are you feeling open to considering something bigger, even just as an exercise? If not, why not? Voicing the reason for feeling constrained can itself be liberating.

**Exercise: Finding tribes you care about (15 minutes)**

Think of things big and small that you care about. Making pottery? Restoring a local park? Better education for kids? Don't worry about whether it's a small positive change that just a few people care about or a grand ambition affecting the planet. Tribes come in many shapes and sizes, and they all need people to help build them. Make the list as long as you can.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

**Exercise: What's your lemonade stand? (10 minutes)**

There's a story in the book about a little girl who started a lemonade stand to raise money for cancer research. She went on to create a movement of thousands of lemonade stands and a foundation that raised more than \$80 million.

From the list of things you care about in the first exercise, pick one and think of a simple way to start. No need for big events or anything that costs much money. Just a small experiment to make your idea visible and connect people to it. What would be the equivalent of a lemonade stand for your movement?

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**Exercise: A letter from your tribe member (10 minutes)**

To help you make the mental shift from what you could do alone to what your tribe might do, imagine one of your tribe members writing to you about how she benefited because of the movement. What might she say?

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### **Discuss your tribes (10 minutes)**

Do you agree that you could make this shift if you wanted to? How does that make you feel? What possibilities did you consider in the exercises?

There's no pressure to create a movement in your first Working Out Loud circle, or ever for that matter. But all of the ideas and exercises up to this point have prepared you so that it's possible. As Seth Godin says, it's a new kind of work, and you've been training yourself to do it.

Whether you create a movement or not, the point is that you could if you wanted to. Whatever your version of a lemonade stand is, the steps to building a movement aren't new techniques but instead a shift in your purpose. As you aim higher, your purpose is no longer about you and what you alone might accomplish but *what your tribe will accomplish together*.

### **Checkout for Week 11 (5 minutes)**

1. Schedule the final meeting. Consider holding it over dinner.
2. Remind people to read the Week 12 circle guide and suggested reading.
3. Ask: "What will you do this week?"

If you haven't watched the Tribes video, try to watch it before the next meeting. Look at the range of people leading all sorts of communities and movements. Why not you?

### **Frequently Asked Questions**

*Q: Why would anyone want to be part of my tribe?*

You're simply trying to connect people around an idea for positive change. For such ideas, there are always others who care about it too. Focus on finding them, making an emotional connection to the cause, and enabling them to contribute in some way.

*Q: I tried it, and no one responded. Now what?*

Think of what you could learn from your first attempt, and try to frame your next experiment so you can learn something different. Most movements involve many iterations over time so you learn what works and what doesn't. There is no straight-line path. It's a meander, taking steps here and there, often stumbling as you head toward a vague notion of a destination, a destination that may only become clearer to you've tried many things.

*Q: All the good movements are already taken.*

If it feels like you can't possibly come up with anything new, watch [the "Tribes" video](#) again, and take note of the examples. Your movement doesn't necessarily have to raise money for a good cause or fight for social justice, though those are good things to do. You can start with something much humbler as long as it's still meaningful to you. It could be related to your hobby, your personal history, your ambitions, your concerns. The important thing is you're connecting people to each other and to an idea—and that you take a first step. You can apply all the learning from this experience toward other goals and movements.

*Q: I couldn't think of a lemonade stand for my movement.*

Anne-Marie Imafidon, who co-founded [stemettes.org](#) and is the subject of chapter 22, started her movement with a blog post. You could form a group on Facebook or your company's enterprise social network. Even a book club will do. Start small with a simple, cheap experiment. Learn from that first attempt. Then keep trying new things, refining your ideas until you find other people who are members of the same tribe. As more people join your movement, they help shape the idea, spread it, and connect more people while you keep learning.

## **Bonus exercises**

### **Easy: Something you can do in less than 5 minutes**

Look at [alexlemonade.org/about/meet-alex](#) to learn how Alex Scott's movement started. See how far a movement can go from such a simple start.

### **More challenging: Something you can do in 10 minutes**

Pick one of the items from the list of things you care about. Now imagine you're building a movement related to that item, connecting people and making a difference. How does it feel? Try and suspend all fear and doubt. Set a timer, and make sure you use the full ten minutes.