Live Webinar

Improve Collective Impact - Keys to Engagement, Alignment and Results

Tuesday, July 25th
2:00 PM - 3:00 PM CDT

INSIGHT*FORMATION* INC.

INSIGHT*FORMATION* INC.

Bill Barberg, President & Founder

Agenda

- The Need for "System Leadership" for Collective Impact

- Important Upgrades for the Five Conditions for Collective Impact

- A Learning & Doing Program to build your coalition capacity

- Question & Answers + Discussion

The Desire for Transformative Change on Complex Issues

Opportunities for Improvement

In spite of many coalitions embracing Collective Impact

- Most population level outcomes are barely better or worse

- Little progress on going from "silos to systems"
  - Fragmentation in funding and function—even with a "common agenda"
  - *Collective impact* is more of an aspiration than a lived reality

- Far too much *re-inventing the wheel* among similar situations
  - Within states
  - Among states and regions working on similar problems
  - Across the country

- Promising innovations spread slowly

- Struggles with measurement, monitoring, and effective partnering

The more we can address these challenges, the better the outcomes

Opportunities: New Funding, Tech & Tools

Exceptional pathways to improve Collective Impact efforts

- **New Funding Sources "Many pots of one-time money"**
  - PH Infrastructure and workforce dollars
  - ESSER money for school districts
  - CDBG and other local funding for housing, SDoH (Local Housing Policy Grants)
  - Broadband infrastructure dollars open many new opportunities

- **New technologies (compared to 5 years ago!)**
  - Telehealth
  - eLearning courses & programs
  - Collaboration with peers across the nation via platforms like Zoom

- **New talent willing to consider new way of achieving impact**
  - Lots of changes in the public health and social sector workforce

A recognized need for *Innovation* & *Transformation*

How Do You Deal with the Complexity!

The Right Tools are Key to Success!

- Different Tools for Different Purposes
  - Auto Mechanic
  - Carpenter
  - Surgeon
  - Dentist

- Many Different Tools Used to address social problems
  - Academic Research Tools (RCTs, statistical models)
  - Program Evaluation Tools (Logic Models, SMART Goals, Work plans, Annual Reports)
  - Quality Improvement (QI) Tools (Six Sigma, PDSA, Run Charts, etc.)
  - Public Health Epidemiology
  - Clinical Information Tools (Electronic Medical Records, Health Information Exchanges)
  - *Organizational* Strategic Planning

Developing Strategic Skills & System Thinking

Building Skills for a More Strategic Public Health Workforce: A Call to Action

National Consortium for Public Health Workforce Development

de Beaumont FOUNDATION

Elevate strategic skills to equal status with specialized skills. Build systems, not silos.

FIGURE 2.

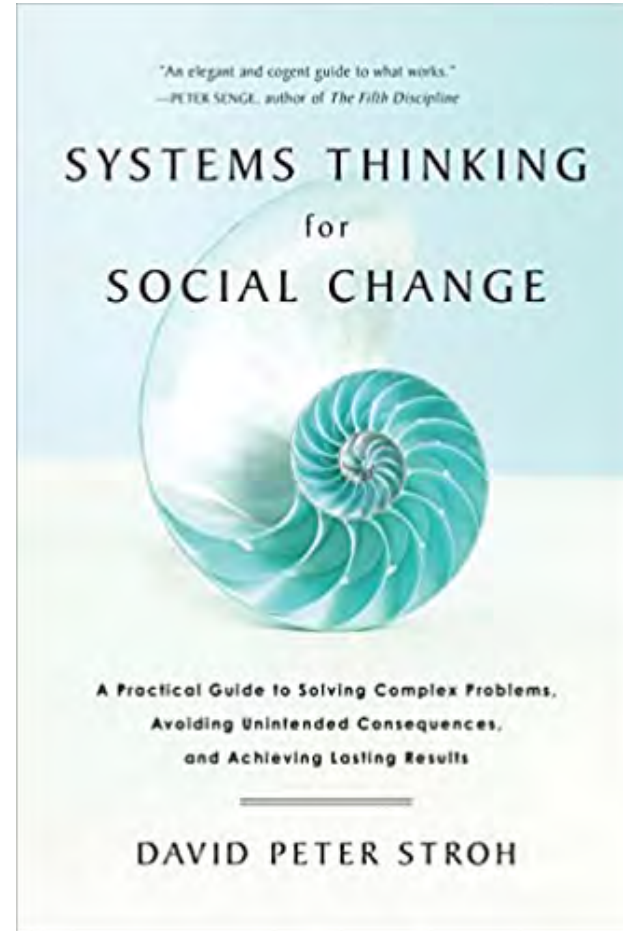**The Public Health T—Complementing Specialized with Strategic Skills**

STRATEGIC SKILLS

- POLICY ENGAGEMENT
- RESOURCE MANAGEMENT
- DIVERSITY AND INCLUSION
- PROBLEM SOLVING
- DATA ANALYTICS
- PERSUASIVE COMMUNICATION
- CHANGE MANAGEMENT
- SYSTEMS THINKING

Systems Thinking

SPECIALIZED SKILLS

COMMUNICABLE DISEASE CONTROL	EPIDEMIOLOGY
CHRONIC DISEASE & INJURY PREVENTION	MATERNAL, CHILD, AND FAMILY HEALTH
ENVIRONMENTAL PUBLIC HEALTH	HEALTH EDUCATION

System Thinking
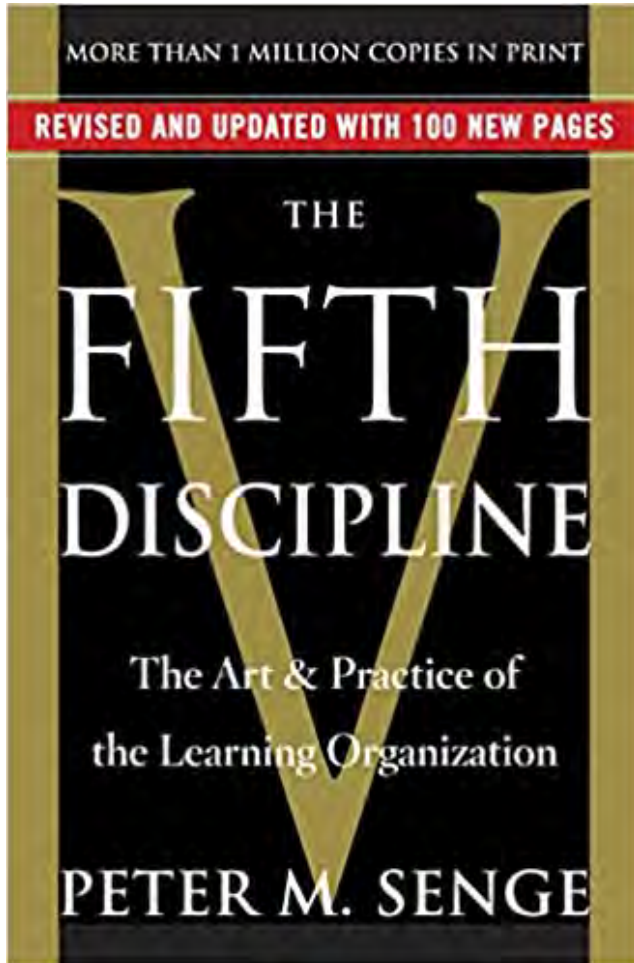
1990

2015

The Need for System Leadership

Stanford SOCIAL INNOVATION Review
Informing and inspiring leaders of social change

SOCIAL ISSUES   SECTORS   SOLUTIONS   MAGAZINE   MORE

Essentials of Social Innovation

The Dawn of System Leadership

The deep changes necessary to accelerate progress against society's most intractable problems require someone who catalyzes collective leadership.

Peter Senge, Hal Hamilton and John Kania

Winter of 2015

"Sensing this need, countless collaborative initiatives have arisen in the past decade—locally, regionally, and even globally. Yet more often than not they have floundered—in part because they failed to foster collective leadership within and across the collaborating organizations."

"For undoubtedly, we are at the beginning of the beginning in learning how to catalyze and guide systemic change at a scale commensurate with the scale of problems we face, and all of us see but dimly."

Characteristics of the New Tools

- Aspiration-based rather than problem-focused

- System Thinking

- <u>Community</u> Strategic Planning (rather than organizational)

- A Robust Framework rather than a narrow focus

- The Ability to Zoom in and Zoom out

I can only show a sample of the tools in 1 hour

Looking Back for Inspiration on New Tools

The Tupelo Miracle

Lee County, Mississippi

1938 to 2003

THE TUPELO MIRACLE—
ECONOMIC REVITALIZATION AND
COMMUNITY TRANSFORMATION

By Bill Barberg and Shayna Gleason, Insightformation, Inc. 2017

INSIGHT*FORMATION* INC.

"Collective Impact" introduced in 2011

The Five Conditions of Collective Impact

Common Agenda	All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.
Shared Measurement	Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.
Mutually Reinforcing Activities	Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
Continuous Communication	Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and create common motivation.
Backbone Support	Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.

Poll #1:

Are you in a coalition embracing the "Collective Impact" approach?

- I am not in a coalition that is (or was) emphasizing it.
- We were. Our emphasis on Collective Impact has faded.
- We talk about it, but we're not sure how to do it well.
- We're making a good effort, but we're struggling to do it well
- We're "all in" on CI and we're satisfied with how it's going

Agenda

✓The Need for "System Leadership" for Collective Impact

- Important Upgrades for the Five Conditions for Collective Impact

- A Learning & Doing Program to build your coalition capacity

- Question & Answers + Discussion

Getting Better at Collective Impact

→ Upgrade how coalitions develop a **Common Agenda**

→ Upgrade from shared outcome measures to a **Shared Measurement System** based on strategic measurement practices.

→ Intentionally nurturing **Mutually Reinforcing Activities** by coordinating Alignment and "Assists"

→ Streamlining & simplifying **Continuous Communication**, especially long-term *information management* for the next 5-10 years

→ Enhancing **Backbone Support** with appropriate technology that allows for distributing backbone support among many partners

A 12-Month Learning & Doing Program

CSEA
Community Strategy Engagement Accelerator

August 1, 2023 - July 31, 2024

Get the Tools and Coaching Your Community Needs to Implement a Collective Impact Model.

Engage and equip your coalition with game-changing resources in this powerful **12-month program** *that helps you break down silos and begin working as a collaborating, cohesive community to address your most complex priority issues.*

The CSEA 2023 Program will run from:
August 1, 2023 to July 31, 2024

The **Value** of Strategy Management Techniques and Training

Client Testimonial - Mike Ritter

Watch this 60-second video

Getting Better at Collective Impact

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Practical Steps for Creating a Common Agenda

- **Start:** by agreeing on the **CONCEPT** of a Common Agenda and a Co-Created Shared **Strategic Framework**

- **Benefits:** Enhance Communication. Reduce fragmentation. Improve Collaboration. Save Money. Simplify Life.

A Common *Goal* is NOT Enough

Working together to leverage each other's strengths

… Because they understand a shared strategy

Rethinking STRATEGY

- **From: Organizational Mindset** of "The few things we will **pick to do** with our limited resources"

- **To: Community Mindset** of "A **framework** that will enable alignment and success—which we will work with the community to figure out how to do."

Once the **Community Strategic Framework** is in place, different organizations can **align their organizational strategies** and pick the few things they will do with their limited resources.

MQP on Theory of Change vs. Theory of Transformation

Fill out the post-webinar survey to get this sample from the eLearning course that is part of **CSEA**-23

Upgrading United Way Community Impact & Evaluation Practices

United Way Calgary and Area

PolicyWise for Children & Families

UWCA CI&P Evaluation Framework

PolicyWise for Children & Families

CI&P = Community Impact & Partnership

Emphasizing a Theory of Transformation
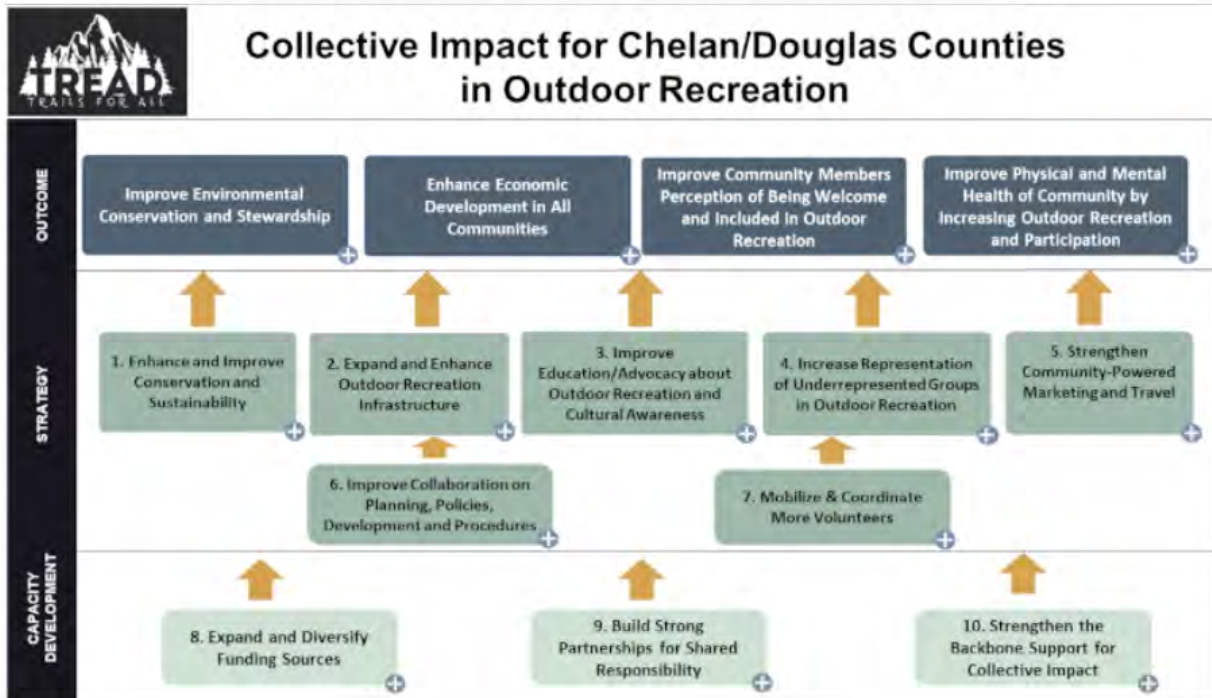
Theory of Transformation vs. Theory of Change

- A Theory of Transformation explores how multiple actors contribute to a shared collective goal.
- A technique to structure and use information to help understand what contributes to impact.

	Theory of Change	Theory of Transformation
Focus	**Single:** Specific to how a project or program achieves outcomes.	**Multiple:** Knits together multiple Theories of Change and intended outcomes. Can handle complexity of upstream/downstream interventions and systems change.
Visualization	**Logic Model:** Best used for a single project or program that is well-defined. Includes inputs, activities, outputs, and outcomes (usually from short to long-term) showing a linear and logical progression of outcomes.	**Strategy map:** Best used to handle multiple Theories of Change and systems complexity requiring actions from multiple organizations that are best represented as a network or a map of objectives and actions that drive or mutually reinforce each other.
Goal setting	**SMART:** Specific, Measurable, Achievable, Relevant, Time-bound.	**OMTA:** Objectives, Measures, Targets, Actions.

United Way
Calgary and Area

Two Integrated Topics

Strategy Mapping

Collective Impact for Chelan/Douglas Counties in Outdoor Recreation

Upgrading from a Theory of Change to A Theory of *Transformation*

OMTA Model

Objectives

Measures

Targets

Actions

A powerful upgrade from SMART Objectives

The Books that Define Strategy Management

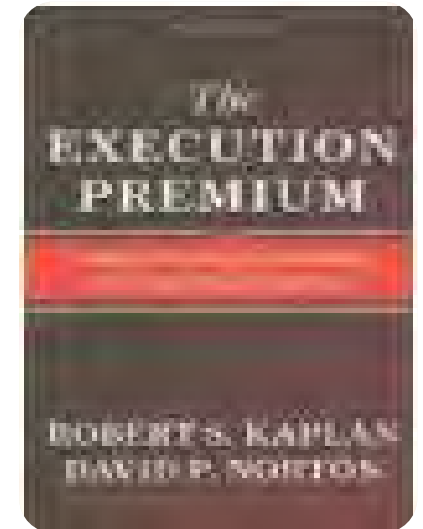| Measurement & Reporting	Strategic Communication	Strategic Management	Organizational Alignment	Execution
1992 **1996**	**2000**	**2003**	**2006**	**2008**

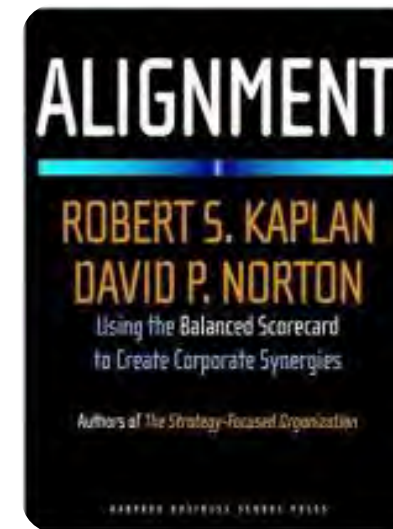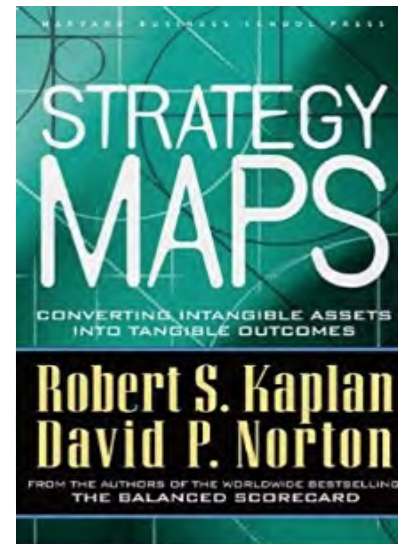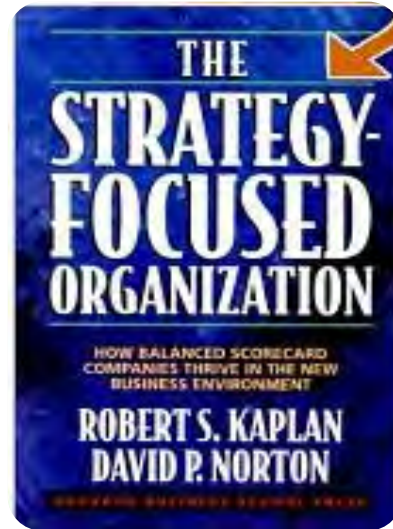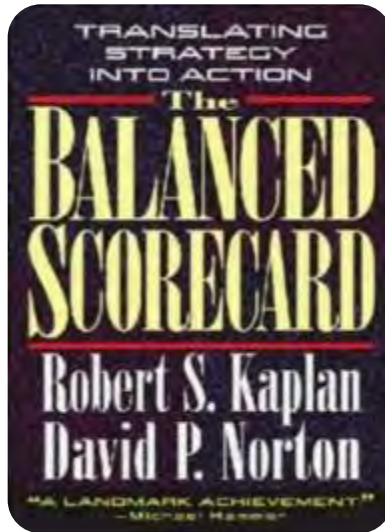**Harvard Business Review Articles**

"The Balanced Scorecard—Measures that Drive Performance" Jan-Feb 1992

"Putting the Balanced Scorecard to Work" Sept-Oct 1993

Core Books of the Strategy Management Field

A Rich History of Research Supporting these Techniques

Palladium Balanced Scorecard Hall of Fame for Executing Strategy
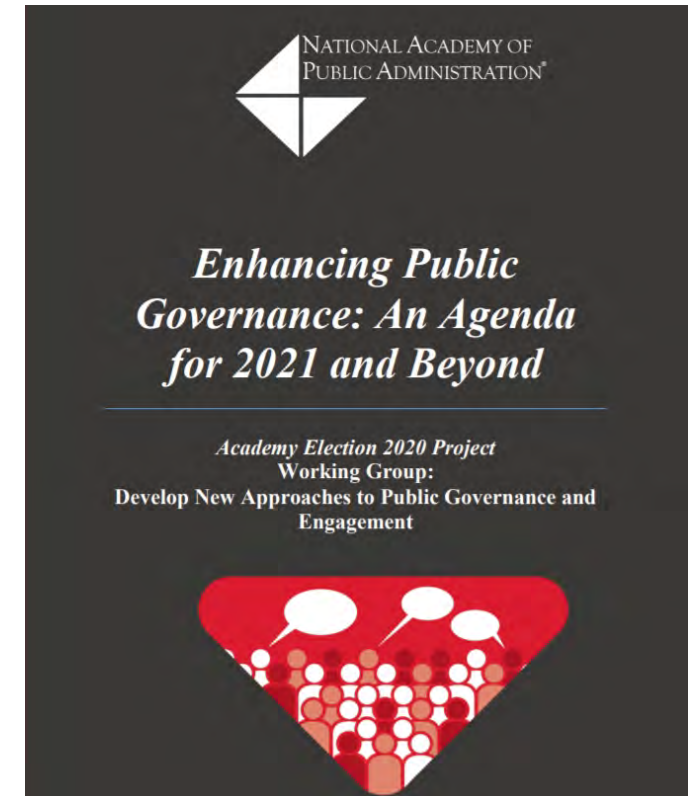
A collection of over 180 **stories of success**.

An unparalleled source of **best practices**.

Growing Emphasis on Strategy Mapping

Ch. 22: Implementing Population Health Strategies

RON BIALEK, LESLIE M. BEITSCH, AND JOHN W. MORAN

SOLVING POPULATION HEALTH PROBLEMS THROUGH COLLABORATION

Journal of Change Management

NATIONAL ACADEMY OF PUBLIC ADMINISTRATION

Enhancing Public Governance: An Agenda for 2021 and Beyond

Academy Election 2020 Project
Working Group:
Develop New Approaches to Public Governance and Engagement

Research Article

Leading Social Transformations: Creating Public Value and Advancing the Common Good

John M. Bryson, Bill Barberg, Barbara C. Crosby & Michael Quinn Patton

Published online: 04 May 2021

Learning a New Game

Structure of a Strategy Map

Strategy for Increasing Accessory Dwelling Units (ADUs)

Outcomes

- Increase Income for Homeowners
- Increase Wealth-Building Opportunities
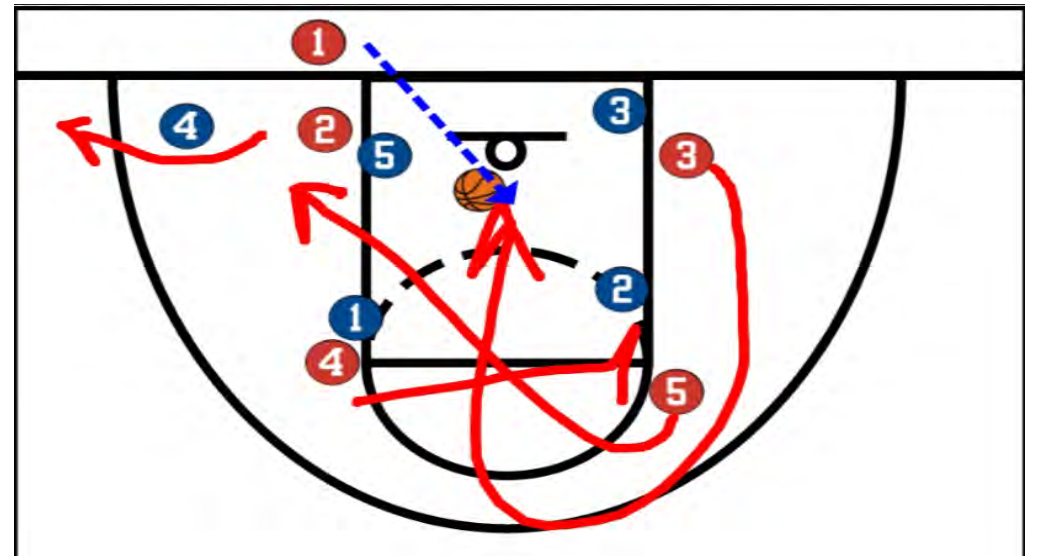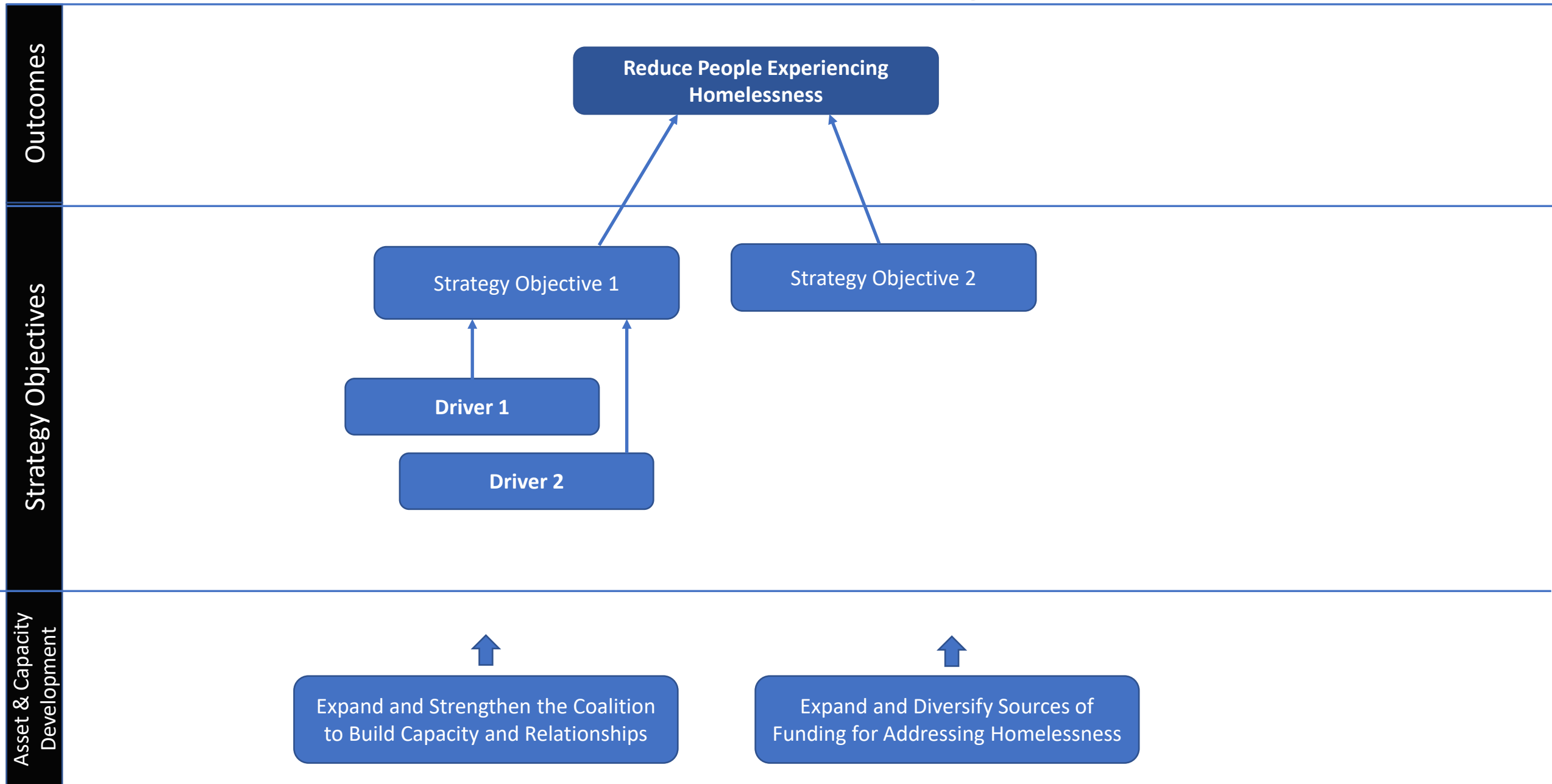- Increase Supply of Small, Affordable Rental Units
- Increase Gentle Density
- **Increase the Building of ADUs**
- Increase Good Housing Options for Seniors

Strategy Objectives

- Improve Awareness & Understanding of ADUs
- Reduce the Cost of Building ADUs
- Improve Rental Mgmt Process Support
- Address Zoning & Code Issues
- Improve Financing & Funding Options for ADUs
- Increase Telehealth and Assisted Living Support Services

Asset & Capacity Dev.

- Expand and Strengthen the Coalition to Build Capacity and Relationships
- Expand and Diversify Sources of Funding for Increasing ADUs
- Improve Infrastructure to Enhance Co-Alignment and Collaboration

Zoom: Reduce the Cost of Building ADUs

Outcomes

Increase the Building of ADUs

Strategy Objectives

Reduce the Cost of Building ADUs

Freely Share Designs & Plans for ADUs	Use SIPs and Modular Building Systems	Minimize Local Fees, Taxes & Utility Costs	Leverage Bulk Purchasing of Materials & Appliances
Pre-Approve Plans for Code Compliance	Increase Manufactured ADUs	Coordinate Site Prep Component Construction	Collaborate with Schools & Workforce Development Programs
Streamline Approval and Other Processes	Increase Opportunities for DIY and "Sweat Equity"	Leverage Time Exchange & Tool Libraries	Engage Volunteers

Asset & Capacity Dev.

Expand and Strengthen the Coalition to Build Capacity and Relationships

Expand and Diversify Sources of Funding for Increasing ADUs

Improve Infrastructure to Enhance Co-Alignment and Collaboration

Use Strategy Maps to Clarify & Communicate

Staff and Community Partners
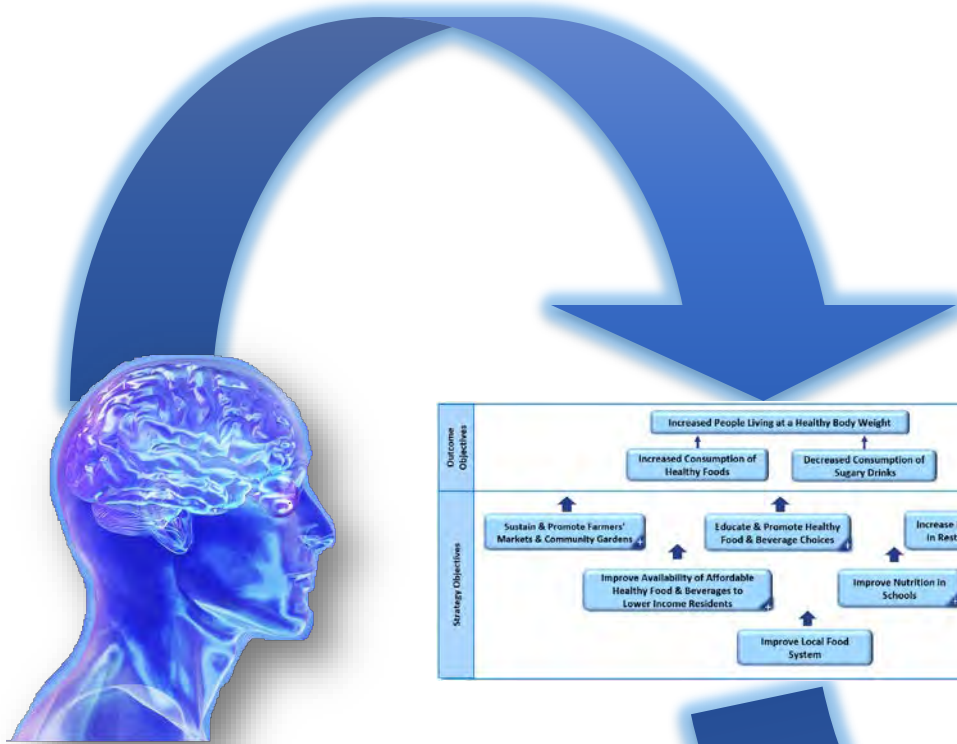
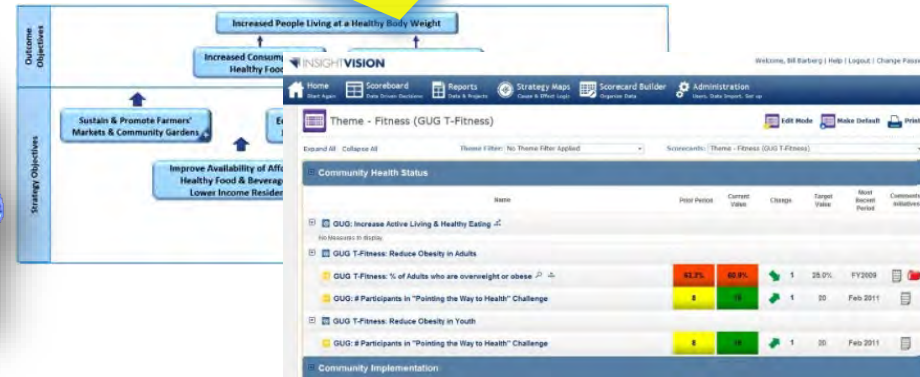**The Best Collective Thinking of Steering Committee Leaders**

Strategy Maps & Scorecards Promote Communication

Effectively engage community organizations & individuals for input and engagement

Staff and Community Partners

Steering Committee Leaders

Poll #2:

What is your exposure to and/or experience with Strategy Mapping?

- I'm not familiar with strategy mapping.
- I've read about it or seen it in webinars (but not real deep understanding)
- I have a solid understanding, but not experience in using them.
- I have a solid understanding and significant experience with strategy maps

Small Groups Cluster and Prioritize Topics
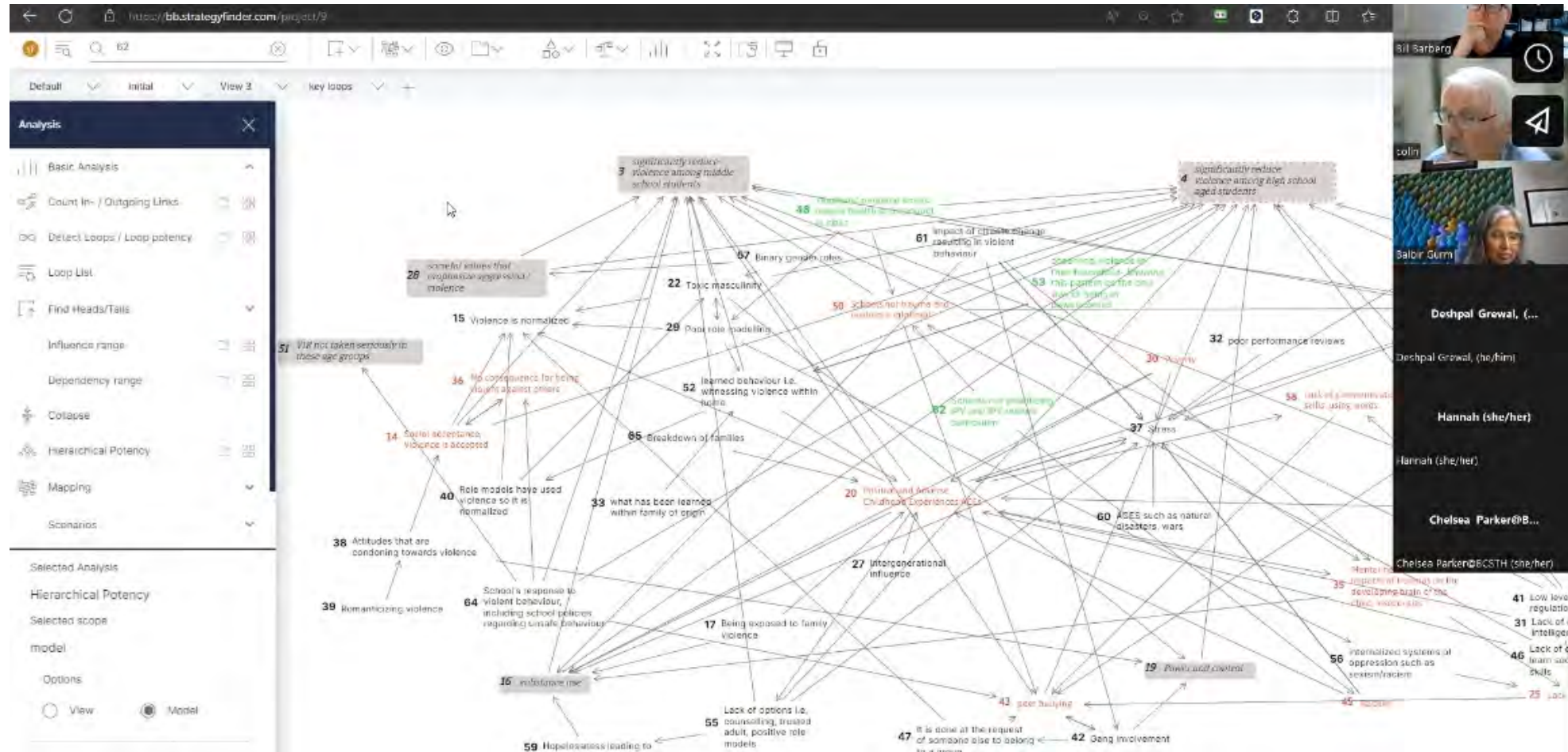
Clustering Input on a Sticky Wall
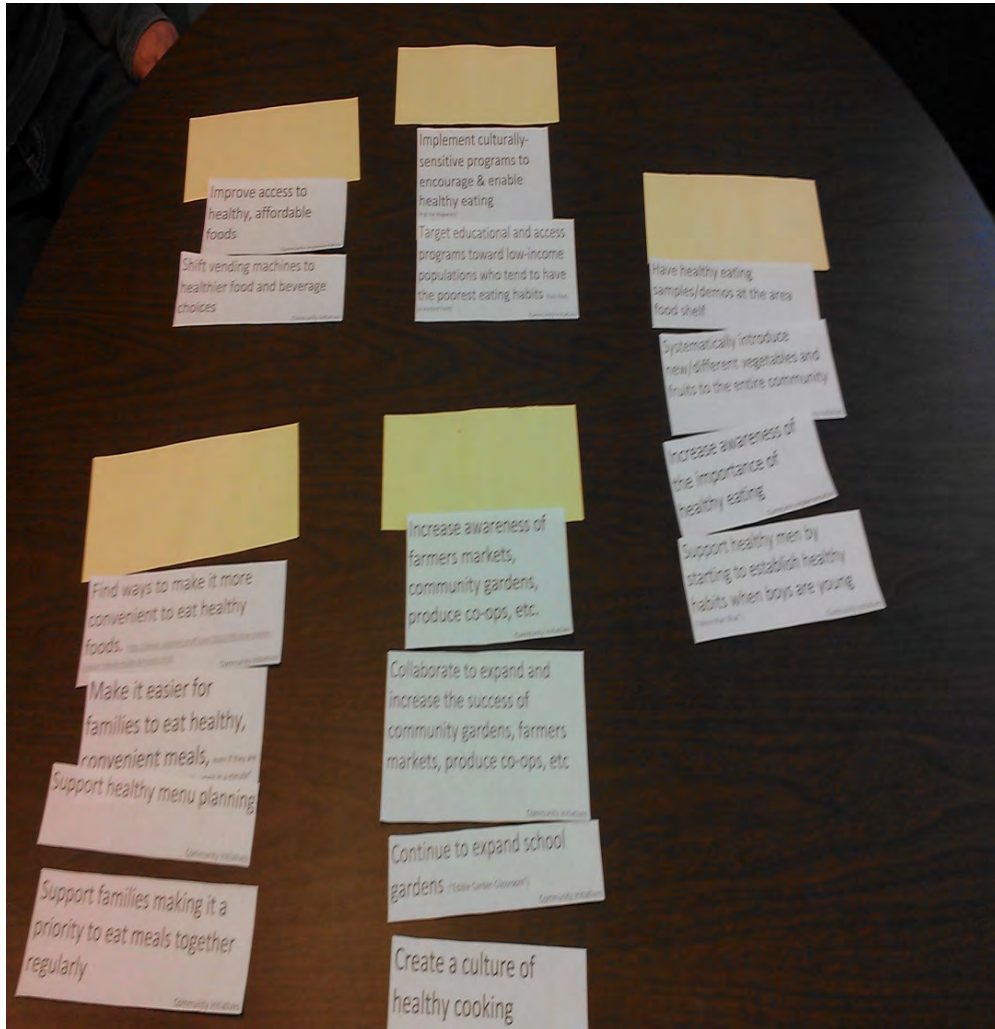
Groups gather similar ideas together

Create one statement to encompass all ideas in the Cluster

Tap into the Collective Wisdom and Build "*Buy In*"

Live Collaboration Aided by Technology

Using Strategyfinder Software along with Zoom

Benefits of Strategy Maps

→ A way to develop and communicate a "system thinking" approach

→ A Framework to "Co-Align" the efforts of many organizations that support the desired changes

→ It allows different organizations to focus on what they are best at—be part of team

→ A communication tool to get (and keep) people on the same page

→ A structure to organize strategic measures and dynamic action plans

Growing Momentum for Strategy Mapping

IBM Center for The Business of Government

Complex and Cross-Boundary Challenges in Government:

The Value of Strategy Mapping

January 2023

EXECUTIVE SUMMARY

Communities, regions, and nations increasingly face boundary-crossing challenges that require the efforts of many organizations and groups to address them effectively.

John M. Bryson, with Bill Barberg, Anne Carroll, Colin Eden, Bert George, Jose J. Gonzalez, Jessica Rochester, Laure Vandersmissen, and Bishoy Zaki

Poll Question

Do you think that having "Zoomable" Strategy Maps or would improve your efforts to achieve Collective Impact?

1. Little to no value. Not worth trying.
2. It might be valuable, but too complex to attempt.
3. Valuable and something we should seriously consider
4. Very valuable. We should actively pursue doing this
5. N/A - I'm not part of a Collective Impact coalition

The Power of Alignment in a Community

"It used to be like people having discussions in a crowded restaurant... lots of noise.

Now, it's like being in a theater with surround sound."

Dr. Mark Wallace, CEO of the North Colorado Health Alliance,
Leader of the Weld County Health Department
Sept. 2014 at the PH in the Rockies Conference

Elevating the Conditions for Collective Impact

Upgrade how coalitions develop a *Common Agenda*

→ Upgrade from shared outcome measures to a **Shared Measurement System** based on strategic measurement practices.

→ Intentionally nurturing **Mutually Reinforcing Activities** by coordinating Alignment and "Assists"

→ Streamlining & simplifying **Continuous Communication**, especially long-term information management for the next 5-10 years
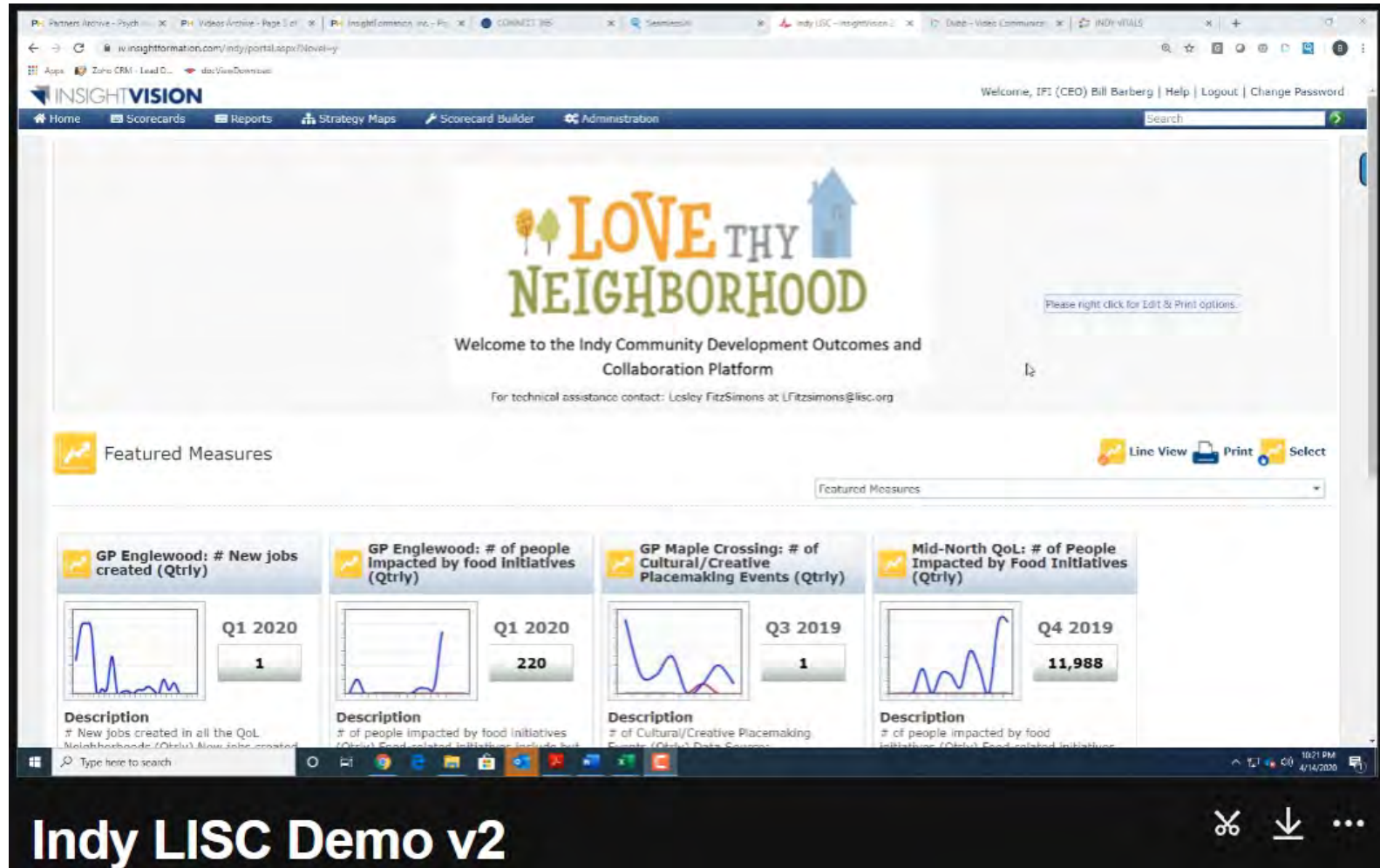
→ Enhancing **Backbone Support** with appropriate technology that allows for distributing backbone support among many partners

Measuring and Managing Strategy

Evaluation-Focused	Managing a Collaborative Strategy & Learning
Measure specific programs or actions and their impacts	Measuring progress on Strategic Objectives
Can significantly add to the effort required	Less burdensome
Focus on looking good to funders	Focus on seeing where and how to make improvements; learning and adjusting
Required by funders to use measures that grantees can be held accountable for	Use measures for "Drivers" that require collaboration among many organizations over multiple years (but more "moveable" than the Outcome objectives)
Measurement systems mainly collect data for funders or researchers	Measurement systems are primarily to benefit those doing the work and providing backbone support

Watch an 11-minute InsightVision demo on Measures

Indy LISC Demo v2

Fill out **post-webinar survey** to get 11-minute demo

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Nurturing Alignment and Assists

- Identifying the "From-To Gaps"
- Understanding who is already working to close them
- Identify organizations and people who could potentially provide "assists"
- Look for promising innovations
- Find national "multiplying resources" to avoid reinventing the wheel.
- Provide high-leverage funding to harness under-utilized resources
- Develop (and delegate) relatively small Actions with short deadlines
- Monitor progress using a strategy management system

Community Coalition Accelerator in Saginaw, MI

65 people from many different organizations

Six breakout groups

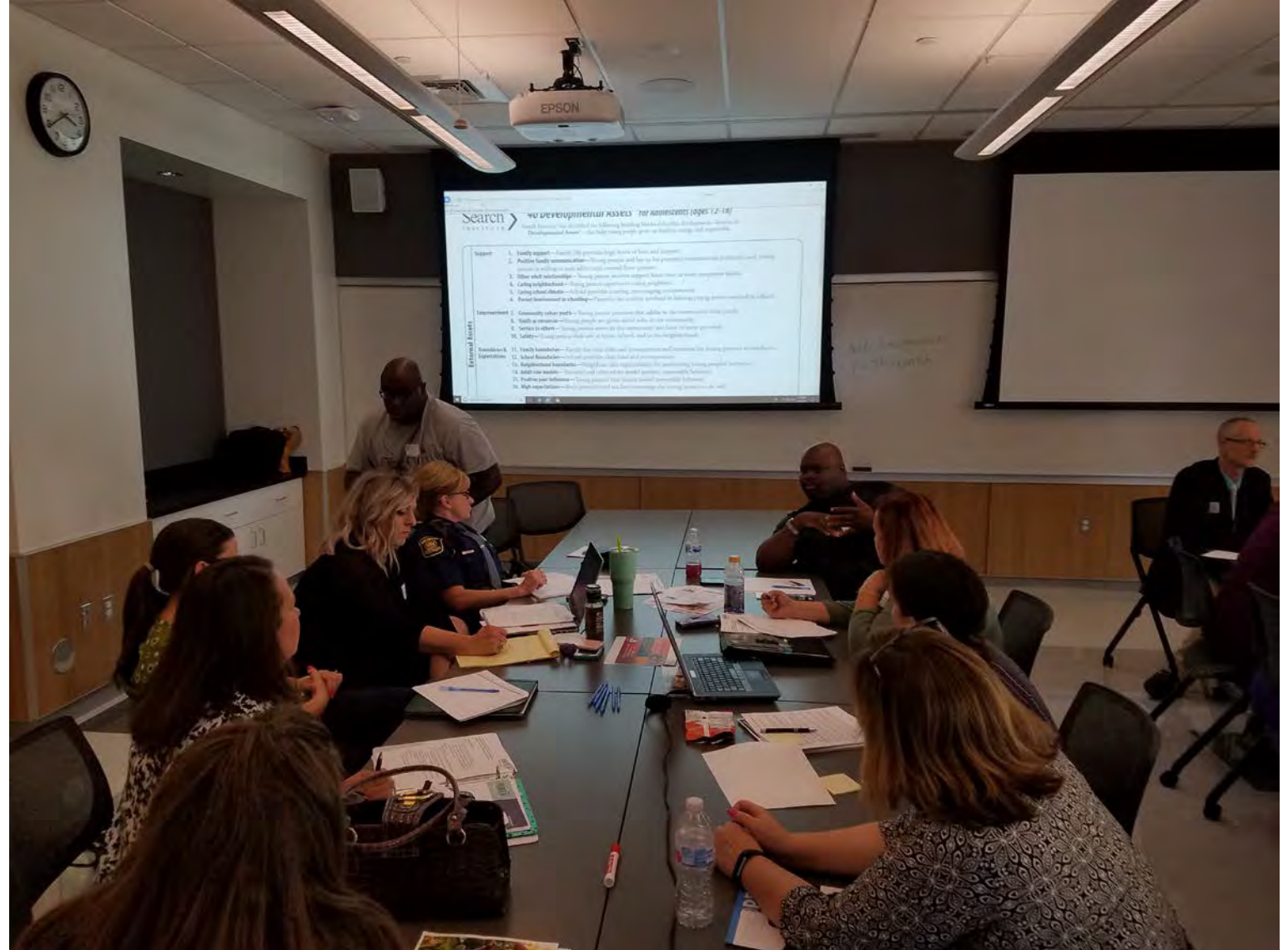Facilitate the "Copernican Shift" from organizational to community strategy.
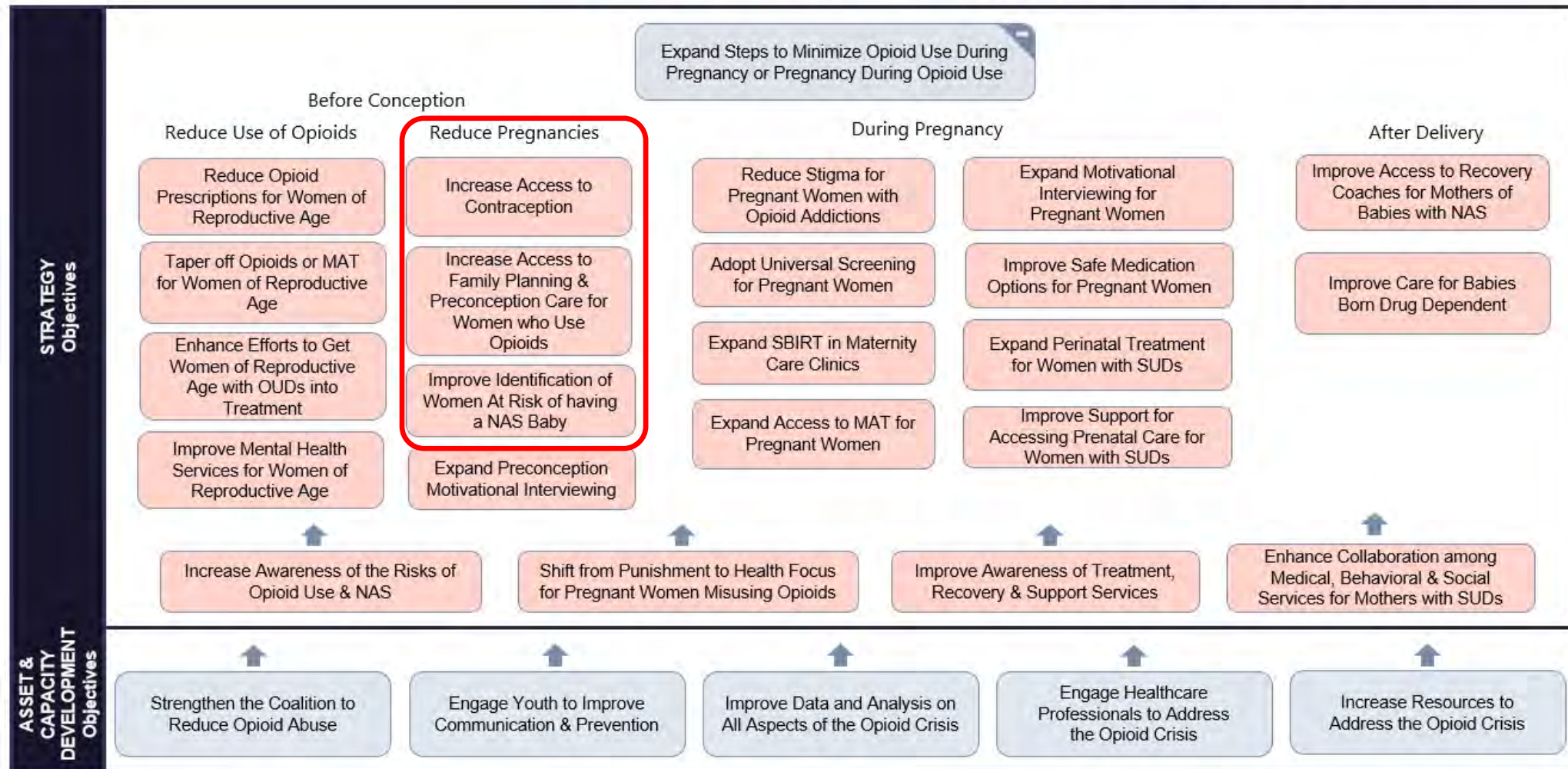
Discuss Community "Drivers"

Discuss existing efforts

Pick 3 or 4 key "driver Objectives" to focus on.

Key "Driver Objectives" (from the Template)

STRATEGY to expand steps to minimize **opioid use during pregnancy** or pregnancy during opioid use

Expand Steps to Minimize Opioid Use During Pregnancy or Pregnancy During Opioid Use

STRATEGY Objectives

Before Conception

Reduce Use of Opioids
- Reduce Opioid Prescriptions for Women of Reproductive Age
- Taper off Opioids or MAT for Women of Reproductive Age
- Enhance Efforts to Get Women of Reproductive Age with OUDs into Treatment
- Improve Mental Health Services for Women of Reproductive Age

Reduce Pregnancies
- Increase Access to Contraception
- Increase Access to Family Planning & Preconception Care for Women who Use Opioids
- Improve Identification of Women At Risk of having a NAS Baby
- Expand Preconception Motivational Interviewing

During Pregnancy
- Reduce Stigma for Pregnant Women with Opioid Addictions
- Adopt Universal Screening for Pregnant Women
- Expand SBIRT in Maternity Care Clinics
- Expand Access to MAT for Pregnant Women
- Expand Motivational Interviewing for Pregnant Women
- Improve Safe Medication Options for Pregnant Women
- Expand Perinatal Treatment for Women with SUDs
- Improve Support for Accessing Prenatal Care for Women with SUDs

After Delivery
- Improve Access to Recovery Coaches for Mothers of Babies with NAS
- Improve Care for Babies Born Drug Dependent

Supporting objectives:
- Increase Awareness of the Risks of Opioid Use & NAS
- Shift from Punishment to Health Focus for Pregnant Women Misusing Opioids
- Improve Awareness of Treatment, Recovery & Support Services
- Enhance Collaboration among Medical, Behavioral & Social Services for Mothers with SUDs

ASSET & CAPACITY DEVELOPMENT Objectives
- Strengthen the Coalition to Reduce Opioid Abuse
- Engage Youth to Improve Communication & Prevention
- Improve Data and Analysis on All Aspects of the Opioid Crisis
- Engage Healthcare Professionals to Address the Opioid Crisis
- Increase Resources to Address the Opioid Crisis

Version 26, July 2018

https://www.insightformation.com/opioid-coalition-resource-hub/

Picking Three "Driver Objectives"

Reduce Pregnancies

Increase Access to Contraception
Especially LARCs (IUDs)

Increase Access to Family Planning & Preconception Care for Women who Use Opioids

Improve Identification of Women At Risk of Having a NAS Baby

Barriers to women getting and properly using contraception options

Big need to educate and counsel women with highest risks

Many missed opportunities to help women who are misusing opioids think about family planning and birth control
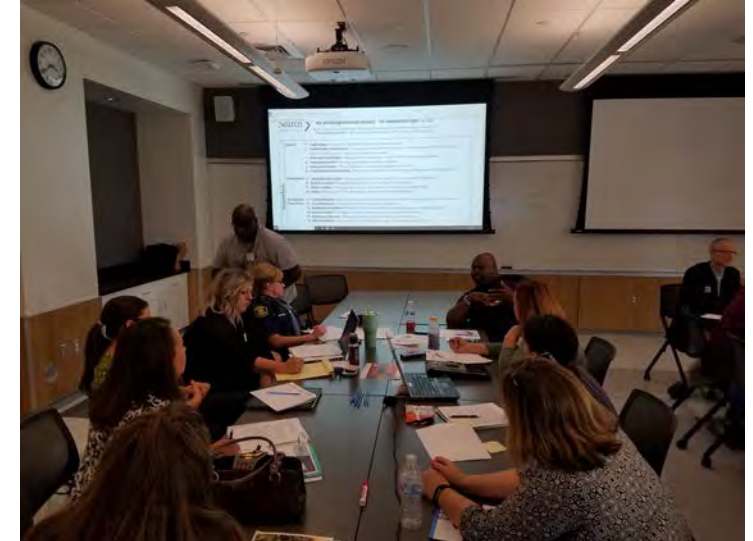
CCA Secret Sauce: Facilitating "Assists"

Each breakout group sends up a representative to share the "Driver Objectives.

We asked if any participants in the workshop either could directly help accomplish those Objectives or if they could make an introduction to an organization that could.

Who can Provide an "Assist" for this Objective?

Identifying women at risk of having a baby with NAS

Law Enforcement & **First Responders** responding to overdoses or crimes related to opioid use

Healthcare organizations involved with overdoses or having positive screens for opioid misuse

Treatment & Recovery programs, especially those providing methadone

Harm Reduction programs, like needle exchanges

Needs:
The other two "mutually reinforcing "Driver Objectives"
Leadership support, training and internal guidelines
A process for referrals or "warm hand-offs"

Education & Counseling on Family Planning & Birth Control

Local community organization already funded and staffed to provide high-quality education and counseling

Needs:
The other two mutually-reinforcing "Driver" Objectives
A process or platform for referrals or "warm hand-offs"

Ability to Provide Free LARCs

County health department had program and resources to provide LARCs or other forms of birth control to at-risk women who wanted them.

Needs:
The other two mutually-reinforcing "Driver" Objectives
A process or platform for referrals or "warm hand-offs"

Second Breakout Session

Clarify more details on their "Driver Objectives"

Who else should be recruited for this Objective or any of the Driver Objectives?

60-day and 180-day Action Plans

Clarifying Details on the Driver Objectives

Short-Term Actions

30-day (or 60-day) Actions

Contact & recruit key allies
Seek leadership support
Create lists of organizations
Study the OCRH for ideas & tools
Identify obstacles to overcome
Start working on a budget

90-day (or 180-day) Wins

Select (and use) key resources from the OCRH
Provide training to targeted audiences
Solidify a team to work on this Objective
Gain leadership support from key organizations
Begin to get resources (or apply for funding)
Make progress on key processes

Similar to a "Sprint" in the Agile methodology

For Each "Driver" Objective:

Improve Identification of Women At Risk of having a NAS Baby

Long-Term Vision

More detailed description of the strategy

Borrow from the examples in the OCRH
Get input and buy-in from key people
Explore measures & data sources

Fill in the From-To Gap template

Describe "Current State" and the "Desired State" in 3-5 years

See examples in the OCRH
Get input and buy-in from key people

A framework to organize many sprints and other strategies and partner efforts.

Bonus Video on Facilitating Assists

Elevating the Conditions for Collective Impact

Upgrade how coalitions develop a *Common Agenda*

Upgrade from shared outcome measures to a *Shared Measurement System* based on strategic measurement practices.
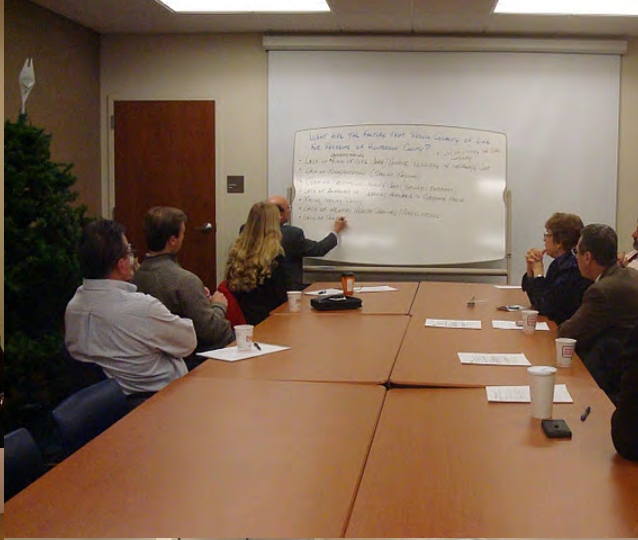
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What happens to all those great idea?

Strategic Plan Documents Are Not Enough

M.B.B.D.

Managing
By
Big
Documents

Doesn't Work!

- Too big for most people to read or regularly review
- Yet without enough details for most staff
- Overwhelming without a clear pathway for action
- Static & unable to communicate updates (PDF or Paper)

Carefully Designed Interactive Courses

Community Strategy Engagement Overview Course

Learn from top experts in system thinking, strategy design and implementation, Collective Impact, evaluation and system change.

REGISTER FOR THE "COMMUNITY STRATEGY ENGAGEMENT" OVERVIEW COURSE

Get access to the first ¼ of the course by filling out the post-webinar survey

Mobilizing Collaborative Strategies in Communities

HOUSING SOLUTION SUMMIT

CSEA Participation include all the recordings

| JULY 27 | Homelessness |

| AUGUST 24 | Rapidly Expanding Home Sharing |

| SEPTEMBER 21 | Increasing Housing Supply with ADUs |

| OCTOBER 19 | Housing Finance & Ownership Innovations |

| DECEMBER 16 | Implementing Collaborative Strategies |

Elevating the Conditions for Collective Impact

Upgrade how coalitions develop a **Common Agenda**

Upgrade from shared outcome measures to a **Shared Measurement System** based on strategic measurement practices.

Intentionally nurturing **Mutually Reinforcing Activities** by coordinating Alignment and "Assists"

Streamlining & simplifying **Continuous Communication**, especially long-term information management for the next 5-10 years

→ Enhancing **Backbone Support** with appropriate technology that allows for distributing backbone support among many partners

Videos of InsightVision in Action

InsightVision Demonstrations

- An early stage collective impact success story using InsightVision (30:33)

- Indianapolis: Managing a wide range of measures using InsightVision (11:07)

- Moving to Actions and Mobilizing Assists using InsightVision (4:55)

We have full webinar recording on InsightVision as a "digital backbone" for Collective Impact.

What is the **C**SEA-23

- **C**ommunity   - Designed for multi-sector coalitions

   (or for backbone organizations or consultants
   leading them)

- **S**trategy   - Based on strategy mapping, alignment

- **E**ngagement   - Involving many organizations as a team

- **A**ccelerator   - Get more done, faster & easier

- **-23**   - 2023 is the 4th iteration of this program

Capacity-Building Features & Benefits

CSEA
Community Strategy Engagement Accelerator

- **E-Learning Course:** **Overview on Community Strategy Management**
  - About 4-6 hours, self-paced. 18 short video modules plus 2 papers.
  - Normally $95 per person (or $4,500 + T&E for customized, live & local)
  - Share with anyone in your coalition

- **E-Learning Course:** **Mastery Course in Community Strategy Management**
  - 12-18 hours in self-paced content
  - 12 additional workshop hours (1 hour per month)
  - Normally $650/person.
  - Enroll up to 10 people. (Recommended for 2-3 people providing backbone support)

Access to Training for 2 years   **Great Benefit for Recruiting Students & Volunteers**

Capacity-Building Features & Benefits

- **Learning by Doing – focusing on your coalition's topic**
  - **Putting the teaching into practice**
  - **Learn from extensive group coaching each month**
  - **Valuable peer interaction**

- **Individual Coaching for Your Coalition**
  - **18+ hours of dedicated time from Bill Barberg for your team (+ monthly support)**
  - **Multiple ways to configure that time (90-minute and 30-minute sessions)**
  - **Possibly cluster up with peers**

- **Office Hours each Month**

Better than Recordings! Content put into an E-Learning Platform

How to Participate in **C**SEA-23

- **As a Coalition**
  - Re-energize and equip a local coalition on any topic
  - Help to successfully launch or re-launch a coalition
  - Build out an under-developed part of a strategy for a well-functioning coalition
  - Strengthen your chances for winning more competitive funding

- **As an Organization** (e.g. a United Way not working with a Collective Impact team)
  - Be teamed up with another coalition to go through the journey with them
  - Get to experience the learning and doing, but not all the customized help from Bill and his team
  - Possibly cluster up with peer organizations

- **As an individual**
  - Great training for a collective impact leader (working with another team)
  - Build your consulting toolkit (and possibly become part of our consulting team)

Flexible Options to have your organization or coalition team up with others

Live Webinar

Five Challenges
Facing United Ways
(and how to address them)

Thursday, July 27th
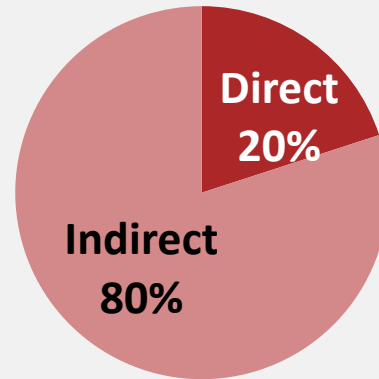2:00 PM - 3:00 PM CDT

Now Available
On Demand

REGISTER NOW

◀◀◀◀◀

INSIGHT*FORMATION*INC.
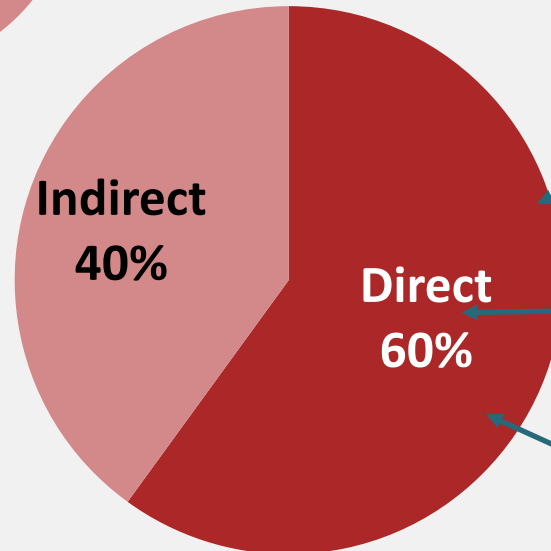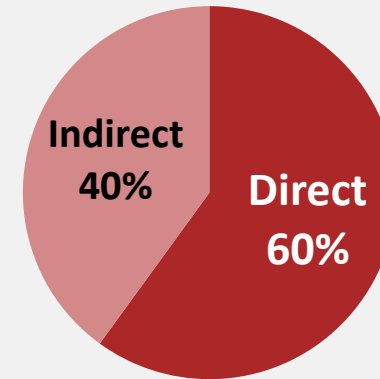
Imagine it's 5 years from now...

- How well did you accomplish your vision for Collective Impact?

- Did you make the most of the opportunity to do it well?

We don't get an option for a "Do Over."

Invite Your Local United Way to Thursday's webinar

7-25-23 Post-webinar Materials & Resources

Example of email to send to your local United Way:

Hi ,

I attended a webinar by Bill Barberg of InsightFormation today on enhancing collective impact practices. He shared a lot of valuable information.

Bill Barberg and InsightFormation are presenting another very similar webinar for United Ways on this Thursday the 27th.

I'd like to connect with you post-webinar(s), so we can discuss the way we can improve outcomes on our common priorities using InsightFormation's approach.

Details & registration for Thursday's webinar here: https://www.insightformation.com/5-challenges-united-ways

Thanks,

Next Steps…

→ Fill out the Post-Webinar Survey

→ Talk with your coalition / United Way / Local Government about ways to participate and share the cost

→ Share the recording (tomorrow) with people who would appreciate this.

→ Contact Liz.Gallagher@insightformation.com if you have questions.

For More Information…

INSIGHT*FORMATION* INC.

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