

Worksheet: Creating a Strategy, Framing Issues for Scenarios, Using Values in Your Communication Strategy, Inviting Stakeholders

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THE FOUR STRATEGY QUESTIONS:

(1) What do you want to happen?

(2) Who can make it happen?

(3) What message do they need to hear?

(4) Who should deliver the message?

Step 1: What do you want to have happen?

(1) What does your community need or what are you concerned your community will lose?
What is your number 1 issue you want to advance with your grant?

Step 2: Who Can Make it Happen?

and

Step 4: Who Should Deliver the Message?

WHO ARE THE STAKEHOLDERS AND CHAMPIONS FOR YOUR PROCESS? WHO CAN MAKE THE PROCESS SUCCEED? WHO NEEDS TO BE INVOLVED NOW TO IMPLEMENT LATER? (Remember stakeholders from or for underrepresented populations.)

1) Stakeholders:

- a) Respected, trusted and well-known citizen leaders.
- b) Individuals committed to an honest, open, and fair evaluation of the issues.
- c) Representatives of those who will be affected (positively or negatively) by the outcome of the process. (A Stakeholder group is not a coalition of those who have a common agenda but a collaboration of all affected parties.)
- d) Representatives of those who can implement the outcome of your process.
- e) Who are some of your Stakeholders? Who are you missing?

2) Champions:

- a) Those who will be “public face” of the process and deliver the message.
- b) Which of your Stakeholders are Champions?

Step 3: What message do they need to hear?

A. Framing Your Issues with Scenarios

1. A scenario is the story of a possible virtual future; it shows what life may be like some day.
2. In scenario planning we compare different possible futures (not the present circumstances to one possible future).
3. Scenario planning has a selected time horizon (10, 25, 50 years).
4. All scenario planning can be stated as alternative “if/then” statements.

Ex: **if** we **do** this now, **then** the future may be like...

if we **do not** do this now, **then** the future may be like...

B. Framing Your Community’s or Region’s Primary Issue as Scenario Alternatives:

IF we do _____ THEN _____

IF we do not do _____ THEN _____

How would you frame the issue differently for underrepresented populations?

C. Inviting Stakeholders Using Your Community's Values ("Your Elevator Speech"):

We are initiating a process to solve the following problem.....

(Describe the process: Who's in? Budget? Scope? Geography? What is the goal? Schedule? Committing to a process not a specific outcome. Open, inclusive, public, transparent, etc.)

(Use a Positive Values Ladder)

- (1) **IF** we work together and solve this problem, things will get better in our community or region in the following specific ways
- (2) Specifically, our lives, and the lives of our children and grandchildren, will be better because..... (describe the possible positive future conditions)
- (3) This will enrich, improve and strengthen our community because.....
- (4) **IF** we do this together we will feel.....

(Use a Negative Values Ladder)

- (1) **IF** we stay fragmented and do not solve this problem, things will only deteriorate and get worse in the following ways.....
- (2) Specifically, our lives, and the lives of our children and grandchildren, will be worse because.....(again, describe the possible negative future conditions)
- (3) This will impoverish and weaken our community further because.....
- (4) And we will feel.....

We need your involvement and leadership to help solve this problem now. You can make a real difference because Will you join us?

Who else can you help us bring to this effort?

(How would you invite a stakeholder for or from an underrepresented population differently?)

VALUES LADDERING TEMPLATES

(Positive and Negative)

1. Now, for you personally, I'd like to know what you consider the most important attribute of living in your community and region to be. Complete the phrase:

a. To me the single most important thing or benefit about living in my community or region is ...

b. Specifically, how does having this thing make my life better? (How is it a benefit to you personally as you live in your community or region?)

c. Why is having that in my life so important? (What emotional reward do you get from that benefit? And when you have that emotional reward, how does that make you feel?)

d. And, ultimately, that is important to me because it gives me a sense of . . .

2. Now, for you personally, I'd like to know what you consider the most negative attribute of living in your community and region to be. Complete the phrase:

a. To me the single biggest disadvantage or worst thing about living in my community and region is ...

b. Specifically, how does this thing make my life worse? (Why is having that in your life so negative?)

c. What emotional penalty do I get from that disadvantage? And when you have that emotional penalty how does that make you feel?

d. And, ultimately, that disadvantage and its emotional penalty give me a sense of . . .
