



TOOL | DEFINING YOUR ISSUE

Pre-conditions: *How to define your issue?*

There are three pre-conditions of Collective Impact: Influential Champions; Urgency of Issue; and Adequate Resources. Together, these three pre-conditions identify three community elements that determine the success of a Collective Impact effort. A good assessment of these conditions enables groups to undertake the groundwork needed to build awareness, and ultimately momentum, around its issue.

TOOL DESCRIPTION:

This tool invites you to think about the critical work of clarifying, and reaching agreement on the scope and reach of your Collective Impact initiative. While it is important and useful to ensure there is agreement amongst your leadership regarding what IS and IS NOT included within the scope of your intended work, it is equally important to remember, that from time to time it might be necessary and/or important to revisit, challenge or re-affirm your original scope, either in response to your changing community environment, or in light of unexpected opportunities or challenges.



TOOL HOW TO:

Step 1. – Complete the tool below in small groups. As much as you can, strive to ensure that your definition is clear, concrete and measurable. (15 min)

Note: If OUTCOMES and/or MEASURES already exist, be sure to write these up in advance.

Step 2. – Be sure to identify and be up-front with potential community partners about parameters that cannot be changed.

DEFINING OUR ISSUE	
<p>Our Issue:</p> <ul style="list-style-type: none"> • How clearly have we defined our issue? • Have we identified the specific impact we hope to have regarding our issue? • What does current data tell us about our Issue? • What else would help us better define our impact? 	
<p>Outcomes and Measures:</p> <ul style="list-style-type: none"> • What outcomes and measures already exist? 	
<p>What opportunities for change in our community can we leverage?</p> <ul style="list-style-type: none"> • Is there consensus re: opportunities to be leveraged? • What initial actions can be taken to leverage these opportunities? By whom? 	<p>What barriers currently exist to prevent that change?</p> <ul style="list-style-type: none"> • Where do we see opportunities to overcome identified barriers? • What initial actions can be taken to leverage these opportunities? By whom?

TOOL DEBRIEF:

Possible debrief questions include:

1. Our Issue
 - How clearly have we defined our issue?
 - Have we identified the specific impact we hope to have regarding our issue?
 - What does current data tell us about our Issue?
 - What else would help us better define our impact?
2. Outcomes & Measures
 - What outcomes and measures already exist?
3. Opportunities
 - Is there consensus re: opportunities to be leveraged?
 - What initial actions can be taken to leverage these opportunities? By whom?
4. Barriers
 - Where do we see opportunities to overcome identified barriers?
 - What initial actions can be taken to leverage these opportunities? By whom?