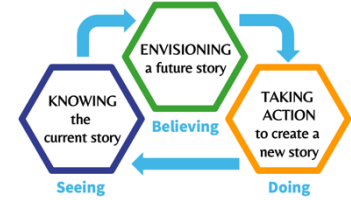


ACTIVITY HANDOUT: KNOWING YOUR WHY

A Community Excellence Journey Resource

This resource is designed to help your community excellence group get to know each other better by discussing the reasons you have committed to get involved. By following the steps below, you will be able to learn what people from many different perspectives hope and dream about for your community, and why. It is a simple approach that allows for shared vision and aligned perspectives to reveal themselves in a visible way that is easy for everyone to see. This is just one idea to help your community excellence group get moving in a helpful direction.

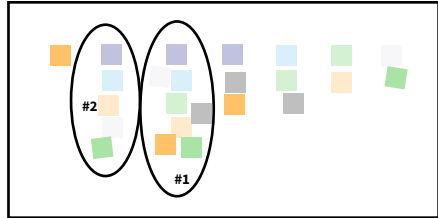


FIRST: Choose to hold this activity within smaller groups/organizations/existing alliances throughout your community or in a big group with smaller sub-groups. Do what is right for your unique situation. Notice the formal and informal leaders that step up and into the activity in the smaller groups for hints on who may be interested in deeper involvement.

Step 1: Knowing Your Personal Why

Activity	Key Instructions	Needed Resources	Time
Ask individuals within the group to write down at least three answers to the question, “What is your hope for your community’s future?”	<ul style="list-style-type: none"> ● Put only one answer on each note. ● Use the words hope, dream, vision, aspiration, goal, etc. to help people understand the question and get them quickly recording their answers. 	<ul style="list-style-type: none"> ● Discussion Facilitator ● Pens ● Post-It notes, sticky notes, or small (3”x3”) paper and tape 	5 minutes

Step 2: Knowing Your Group’s Why

Activity	Key Instructions	Needed Resources	Time
Ask for a volunteer to post each of their answers on a whiteboard/wall/center of the table. Space apart from each other.	<ul style="list-style-type: none"> ● Choose a posting location that is appropriate for the size of your group. If the group is larger than 20-30 people, consider splitting them up into smaller groups. ● Don’t pre-name the groupings unless you are specifically doing this exercise to raise awareness of specific topics and interconnectivity within the community. 	<ul style="list-style-type: none"> ● Discussion Facilitator ● Whiteboard, wall, tabletop ● Flip chart paper, as needed to create a whitespace for posting notes 	5-10 minutes
Ask everyone else to post their answers. Small groups can be posting at the same time. Have them look at what was posted and then place theirs next to the ones that are similar and create a new area for each different answer. The idea is to create groups of similar answers.			
Once everyone has posted, invite everyone to read through the groupings. Identify which groups contain the most notes. Circle the largest groups indicating the key shared answers.	<ul style="list-style-type: none"> ● The process of grouping answers in such a visible manner helps participants see all of the unique perspectives that are aligned and different. ● Be sure to discuss how different resident groups weight or value the hopes and consider whether their answers are different. Your group may decide to ask and listen to more perspectives before moving on with this activity. This helps avoid discrimination with the traditional “majority rules” practice. 	<ul style="list-style-type: none"> ● Marker to draw a circle around the largest groups or list them 	

ACTIVITY HANDOUT: KNOWING YOUR WHY

Step 3: Identifying Barriers to Hopes, Dreams, Aspirations, Goals, Vision

Activity	Key Instructions	Needed Resources	Time
Repeat the process of Step 1 instead asking participants to write down up to 3 barriers that could keep the community from achieving this dream. “Why is the group’s most popular answer in Step 2 not occurring in your community or why do you feel it can’t or won’t be achieved? ”	<ul style="list-style-type: none"> ● Put only one answer on each note. ● As you listen to each other avoid judgement statements such as “yes”, “no”, “I agree”, “I disagree.” Instead say “Help me understand” and “Tell me more” when more information is needed to consider another’s perspectives. Stay neutral while listening and dig deeper with additional clarification. 	<ul style="list-style-type: none"> ● Discussion Facilitator ● Pens ● Post-It notes, sticky notes, or small (3”x3”) paper and tape ● Whiteboard, wall, tabletop ● Flip chart paper, as needed to create a whitespace for posting notes ● Marker for making notes for the group 	15-30 minutes

Step 4: Identifying Pathways to Hopes, Dreams, Aspirations, Goals, Vision

Activity	Key Instructions	Needed Resources	Time
Repeat the process of Step 1 and 3 asking participants to write down up to 3 possibilities or reasons why this dream can be achieved. “Why is the group’s most popular answer in Step 2 possible or why do you feel it can be achieved? ”	<ul style="list-style-type: none"> ● Put only one answer on each note. ● As you listen to each other avoid judgement statements such as “yes”, “no”, “I agree”, “I disagree.” Instead say “Help me understand” and “Tell me more” when more information is needed to consider another’s perspectives. Stay neutral while listening and dig deeper with additional clarification. 	<ul style="list-style-type: none"> ● Discussion Facilitator ● Pens ● Post-It notes, sticky notes, or small (3”x3”) paper and tape ● Whiteboard, wall, tabletop ● Flip chart paper, as needed to create a whitespace for posting notes ● Marker for making notes for the group 	15-30 minutes

Step 5: Knowing Your Community’s Story

Activity	Needed Resources	Time
This activity helps start the process of identifying the community’s story. For example, Step 4 will help identify what different stakeholders perceive as the assets and unique aspects of the community. You will be able to determine what puts your community on the map understand what people appreciate about it, as well as, need and desire from it. Conduct a listening project to learn even more than what was shared in the earlier steps of this activity.	<ul style="list-style-type: none"> ● TBD based on how you choose to conduct your listening project. 	TBD
Seek clarification by discovering what the data says. Verify assumptions and perceptions with facts before jumping to conclusions and moving too early to brainstorming and implementing solution ideas.	<ul style="list-style-type: none"> ● TBD based on access to and availability of baseline and detailed data. 	TBD

Consider using The Five Whys Worksheet or other root cause analysis tools such as fishbone diagrams, affinity maps, asset maps, and others.