

## Community Aspiration Workshop – Monday, February 3, 2020

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### *Prep work for Collective Impact Action Teams*

**Collective Impact (CI)** – A term coined in 2011 by John Kania and Mark Kramer to identify the key pieces of successful community efforts for change. A CI approach is unique in that it is “collective action” and “deep impact” instead of “fragmented action” and “results”. Collective Impact is about empowering all people in the community to take ownership of the goals. The five conditions of a CI approach are a community aspiration, shared measurement, mutually reinforcing activities, continuous communication and backbone support.

**Community Aspiration** – A shared vision for change. Also called a “common agenda”. Developing a community aspiration requires collaborators to find common ground and is much more than a simple planning exercise. A solid community aspiration will provide an overarching concept that a wide range of participants can apply to their work to solve tough issues.

Community aspirations should be broad but specific, inspiring, meaningful to everyone and less than 15 words. Some examples of community aspirations developed in other places are (not all have a poverty reduction scope):

- The best place to raise a child
- To be a leader in research and education
- A stable community for future generations
- A town where everyone has a decent place to live
- Shaping the future by preserving our heritage

Throughout the first year of the Collective Impact approach, key words and ideas should start to bubble up to the surface. The first year is a creative phase where everything is possible and we are examining the problems in a more in-depth way. Some of the words and phrases that have started coming to the surface at various meetings include:

- Wealth to share
- Everyone can find their place
- Strive for a positive view
- A place where everyone is considered to be “a local”
- Support one another
- A town where everyone has enough
- Healthy lives
- Wellbeing
- Focussing on a strong working class
- Thriving vs. Surviving
- Re-establishing our roots

### The Goal

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What we hope to achieve by the end of the workshop is a list of specific words and phrases that inspire us to act. If we agree on a community aspiration, that would be great but we don’t want to force the process. In preparation for this workshop, the CI Leadership Round Table (LRT) is asking that each Action Team meet prior to the February 3<sup>rd</sup> workshop and complete the back side of this page. Please bring your responses to the workshop. Thank you!

## Community Aspiration Workshop - Preparation

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### *For Collective Impact Action Teams*

Name of Action Team: \_\_\_\_\_

What are three themes (words or statements) that keep coming up in your discussions?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

In one paragraph (or a simple statement), what would your AT like to see change in Revelstoke?

Is there anything else you would like to address about the Community Aspiration?