Webinar Timestamps – Collaborating to Create a Common Agenda
http://www.fsg.org/tools-and-resources/collaborating-create-common-agenda

4:18-11:35 – What is a Common Agenda?
“The common agenda is not purely a document that you share with others. It’s really the process and the level of thinking that is developed coming out of that that is really critical to this work.” – John Kania

13:41-18:05 – Component #1 – Guiding Principles
“It’s really an opportunity for a group to decide how they want to do their work together, even before they decide what the work will entail for them.” – Abigail Stevenson

18:06-26:00 – Component #2 – Define Boundaries
“A group comes together and builds a common understanding of the reasons why the problem exists in their community and what are the boundaries around what they will address and won’t address. This is the part that I think sounds simple and ends up being incredibly important and complex as you dig into it.” – Abigail Stevenson

26:01-29:26 – Component #3 – Set Goals
“In setting a goal, we think it’s really helpful to choose a population goal that can be measured.” – Abigail Stevenson

• What is the size of the group that is typically involved in defining boundaries?
• Who leads these processes – is the assumption that a backbone is already in place, or can this be done with an outside facilitator?
• What methodology do collective impact practitioners use to develop these components?
• How is collective impact different from asset-based community development process?

36:55-45:29 – Component #4 – Framework for Change
“This is your decision about how you’re going to chunk up the problem into pieces that are manageable so that you can start working on them.” – Abigail Stevenson
45:34-48:08 – Component #5 – Learning and Evaluation
“A planned approach to how going forward you might evaluate your work and learn from that and course correct.” – Abigail Stevenson

52:06-1:09:23 – Case Study: Tackling Youth Substance Abuse (TYSA)
Listen to the story of how the Tackling Youth Substance Abuse initiative developed their common agenda, including tips and lessons learned.

1:09:55-1:27:15 – Q&A
• How do you balance audaciousness and reality as you think about developing a common agenda?
• When you’re thinking about the different strategies in the framework for change, how are the strategies different than mutually reinforcing activities?
• In the TYSA case study, who decided on the initial boundaries and who decided on the eventual evolution of the boundaries?
• How do you deal with “storming and norming” (not getting along)?
• How do we think about geography – what’s too big, and what’s not big enough?
• How do you balance the process of collective learning and the need to make progress?