

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

29:25-36:55 – Q&A – Guiding Principles, Defining Boundaries, and Setting Goals

- 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?