



## Webinar Timestamps – Setting the Scene for Collective Impact

<http://www.fsg.org/tools-and-resources/setting-scene-collective-impact>

### 5:00-15:00 - What is so Important about the Steering Committee?

“We want important stakeholders, we like to say ‘if you want to change the system, get the system in the room’. So think about who are key stakeholders that actually can effect change in the community.” – John Kania

### 16:20-20:30 – Case Study: Health and Wellness Alliance for Children

Learn how the Health and Wellness Alliance for Children structured their steering committee, including how they decided who needed to be at the table.

### 23:13-27:15 – How Do We Get Them to Come?

“I strongly suggest an in-person invitation, nothing makes people feel more welcomed than actually having a conversation as opposed to simply receiving an e-mail.” – Erin White

### 27:15-32:35 – Case Study Continued: Health and Wellness Alliance for Children

Learn how the “meet the neighbors” effort utilized by the Health and Wellness Alliance for Children initiative helped build the needed relationships, and lessons learned from that effort.

### 32:35-40:50 – Q&A – Identifying and Inviting Steering Committee Members

- How important is the faith-based sector, and what challenges and opportunities are there in bringing them to the table?
- How do you think about bringing people to the table who may have strong opinions?
- How do you work with members who prove difficult?
- How do you distinguish between the backbone and the steering committee?

### 40:56-49:38 – How Do We Include the Voices of Community?

“You should be thinking from the outset ‘how and where am I engaging with the community?’” – Erin White

### 49:38-53:20 – Case Study Continued: Health and Wellness Alliance for Children

Learn how human-centered design work played out in this initiative, and how the conversations alliance members had with families helped inform their initiative.

### **53:20-59:13 – Case Study: Working in Neighborhoods Strategically**

Listen to how the Working in Neighborhoods Strategically initiative in Dallas utilized in-home community interviews to help build personal investment and contacts throughout the community.

### **1:03:22-1:23:39 – Q&A**

- Which comes first: The steering committee or the issue identified?
- What do you do if there are already coalitions in the community working on your issue?
- How do you respond to those who say they don't need collective impact, just more services?
- Is it better to invite decision makers or people who are willing to do the work?
- How do you make the room more equal, so that those in higher positions do not focus on titles?
- What are best practices for making decisions within a group where people's viewpoints don't align – majority, consensus, etc.?