



Neighbors
West Northwest
Strategic Planning
Session I
July 29, 2021

Tech Notes

- It's nice to mute yourself if you're not talking, and to type everyone out
- Have paper and a writing utensil around and be prepared to open and type in docs like this
- Confirm that you can move between "Gallery" and "Speaker" view in Zoom
- "Rename" yourself: Please add your pronouns
- We will use chat. Open the chat now and look for a link to the slide deck and open that.
- We are here to support you! Please ask for help.



Communication Requests



- Take space & give space. Be mindful of how much you're participating in the discussion. Go for honesty and depth without going on & on & on.
- It's better to be open and imperfect than worry too much about being overly articulate.
- Be kind, be patient, be humble, seek to understand. This is a community, not a courtroom. Building the relationship is as important as building your case.
- Challenge your own assumptions, get uncomfortable. Invite and honor diverse opinions.

Process Update

Previously:

- Document review complete
- Surveys in process
- Succession planning team launched



Today:

- purpose
- values

Coming Soon:

- who we serve
- who gets to make decisions
- our culture
- our organizational goals

Today's Outcome Goal

To develop a shared **statement of purpose** and a list of shared **values** that a super majority (66%) of BoD and staff can wholeheartedly support.



Today's Plan

3:00 - 3:20 Let's get oriented!

- Welcome + Tech Notes
- Communication Requests
- Outcome Goals
- Process Update
- Agenda



3:20 - 4:30 Why does our Coalition exist?

- Exercise 1
- Exercise 2

4:30 - 4:50 What values guide our work?

- Exercise 3

4:50 - 5pm - Closing

Exercise 1

Ask ourselves 9 why?'s to make the purpose of our commitment to the Coalition more clear



Exercise 1

Step 1:

Working alone, write down in your own words what motivates you to dedicate your time to Coalition work.



Exercise 1

Step 2:

Stand by while Grace assigns you to work in a breakout room with 1 partner. While you are waiting, use the links below to open a document where you and your partner can record your work during this exercise.

<u>Group 1</u> <ul style="list-style-type: none">• Mark• Carol	<u>Group 2</u> <ul style="list-style-type: none">• Michele• Joyce	<u>Group 3</u> <ul style="list-style-type: none">• Richard• Rhys	<u>Group 4</u> <ul style="list-style-type: none">• Scott• Judie
<u>Group 5</u> <ul style="list-style-type: none">• Stan• Kristi	<u>Group 6</u> <ul style="list-style-type: none">• Steve• Gary	<u>Group 7</u> <ul style="list-style-type: none">• Anastasia• Brian	<u>Group 8</u> <ul style="list-style-type: none">• Darlene• Melanie

Exercise 1

Step 3:

Follow the instructions in your team's Notes Page, taking turns interviewing each other and writing down the reasons behind why you each dedicate your time to the work of the Coalition.

Note: We will use your notes again several times in today's meeting.

Break time! Please email your notes to
dedeewilnernugent@gmail.com



Purpose Matters

If you want to build a ship,
don't drum up people to
collect wood and don't
assign them tasks and
work, but rather teach
them to long for the
endless immensity of the
sea.

-Antoine de Saint-Exupéry



Purpose Matters

A powerful purpose statement inspires participation and has two essential attributes:

1. A personal touchstone for your commitment to the Coalition as an individual

2. Fundamental justification for the existence of the Coalition's work to the larger community

Purpose Matters

Strong

- Speaks of an abiding and important activity within a healthy society
- Is a purpose for every individual and for the community as a whole
- Is never exhausted, even as participants' understanding evolves
- Gives meaning to every step along the way

Weak

- A platitude, full of sentiment but without real power
- A conventional mission statement, marketing slogan or tagline
- Can be achieved or made irrelevant
- Meaningful to only a subset of all parties
- Requires a lot of explanation

Exercise 2

Purpose Statements 1-2-4-All

- Write your own
- Work with a partner
- Work with a group of 4
- Can we agree on a favorite option?



Exercise 2

Step 1:

Working alone, write down in your own words your opinion of the fundamental purpose for why the Coalition needs to exist and is important to you and to our community.



Exercise 2

Step 2:

Review this list of [purpose phrases](#) from the survey results, bylaws and other NWNW documents

Step 3:

Stand by while Grace assigns you to work in a breakout room with 1 partner.



Exercise 2

Step 4:

Once you are in your breakout room, work with your partner to create a draft statement of purpose that you can both support. You may draw inspiration from your own draft statements and also the list of purpose phrases from the survey. Please be prepared to cut-and-paste and/or type out your team's statement after returning from your breakout room.



Exercise 2

Step 5:

Stand by while Grace assigns your team of 2 to work in a breakout room with another team of 2.



Exercise 2

Step 6:

While you are waiting, open the link to a Purpose Statement Worksheet for your new team of 4:

Group A Link Steve, Richard, Tiffini, Stan	Group B Link Anastasia, Joyce, Scott, Carol
Group C Link Darlene, Mark, Michele, Brian	Group D Link Kristi, Melanie, Rhys, Judy

Step 7:

Once you are in your breakout room, follow the instructions on your team's Worksheet to create a Statement of Purpose that all 4 of you can agree to support.

Exercise 2

Step 8:

Find your name on the table below and write down the number that is listed next to your name. This is your ID number for this exercise.

Step 9:

Open this [Purpose Ranking Worksheet](#) to vote for your favorite option.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Mark	Miche le	Richa rd	Scott	Stan	Steve	Stacy	Carol	Joyce	Rhys	Judy	Kristi	Gary	Brian	Melan ie	Darle ne

Values

Every individual in our Coalition is involved in making hundreds of decisions every day. The decisions we make are a reflection of our values and beliefs, and they are always directed towards a specific purpose. That purpose is the satisfaction of our individual or collective (organizational) needs.



***WE MAKE A DELIBERATE CHOICE TO FOCUS ON WHAT IS
IMPORTANT TO US. WHEN VALUES ARE SHARED, THEY BUILD
INTERNAL COHESION IN A GROUP.***

Values

What values are most important to uphold as we work together as a Coalition toward our shared purpose?



Exercise 3

Step 1:

Review the list of value words in the left column of this [Values Worksheet](#) and add (its ok to type right in the document) other values into that column than you think are missing

Step 2:

Find your name on the table below and write down the number that is listed next to your name. You will need this number for the next exercise.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Mark	Michele	Richard	Scott	Stan	Steve	Stacy	Carol	Joyce	Rhys	Judy	Kristi	Gary	Brian	Melanie	Darlene

Exercise 3

Step 3:

Review all the value words in the left column in the [Values Worksheet](#), including those words that were just added

Step 4:

Find the column in the [Values Worksheet](#) that is labeled with the number you were assigned on the previous slide

Step 5:

Put an X in 3 boxes in your column, marking the 3 values you think are most important for NWNW's community to share in order to fulfill the Coalition's purpose.

Wrapping Up!

What have we accomplished today?

What's next?

