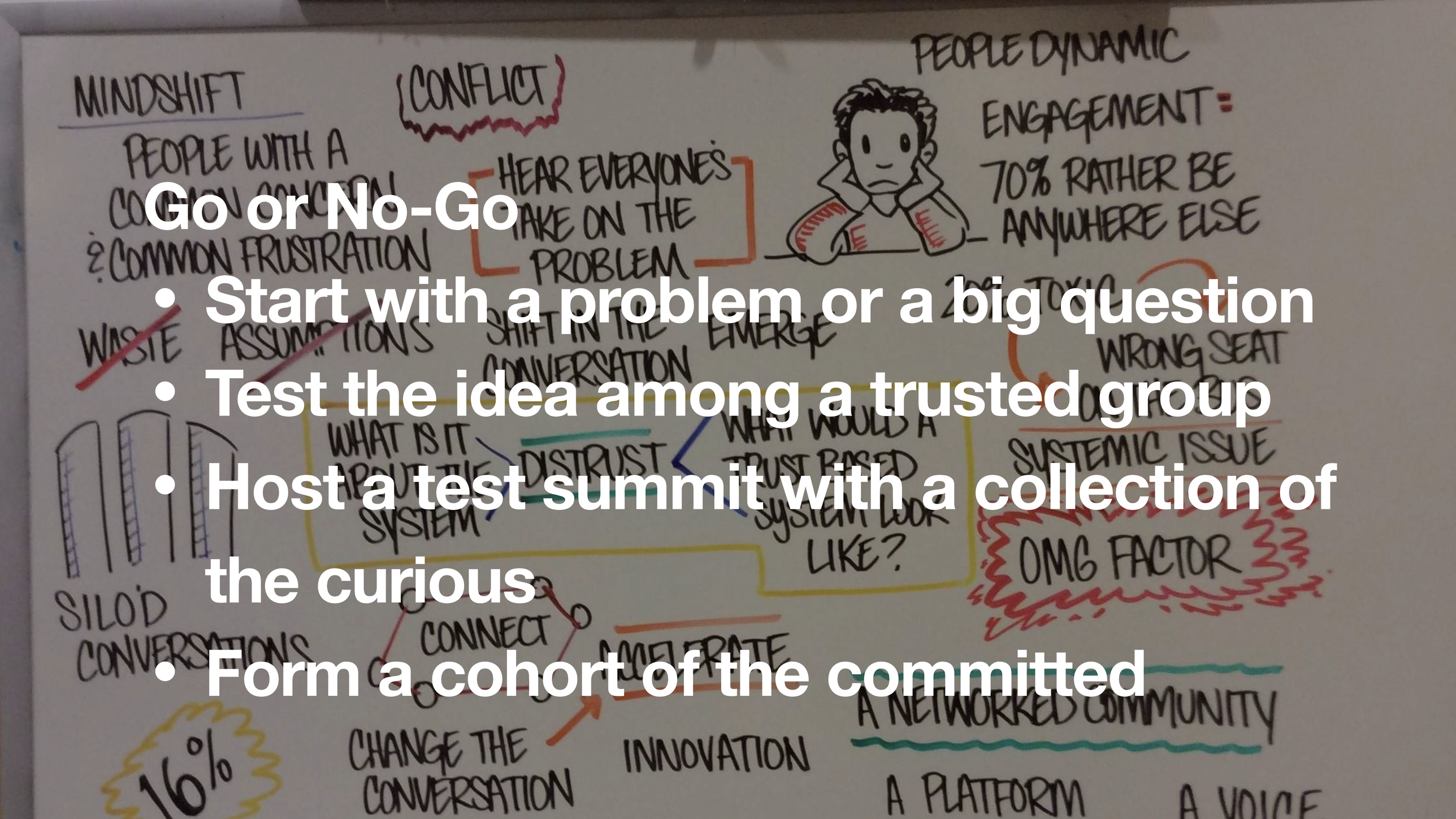
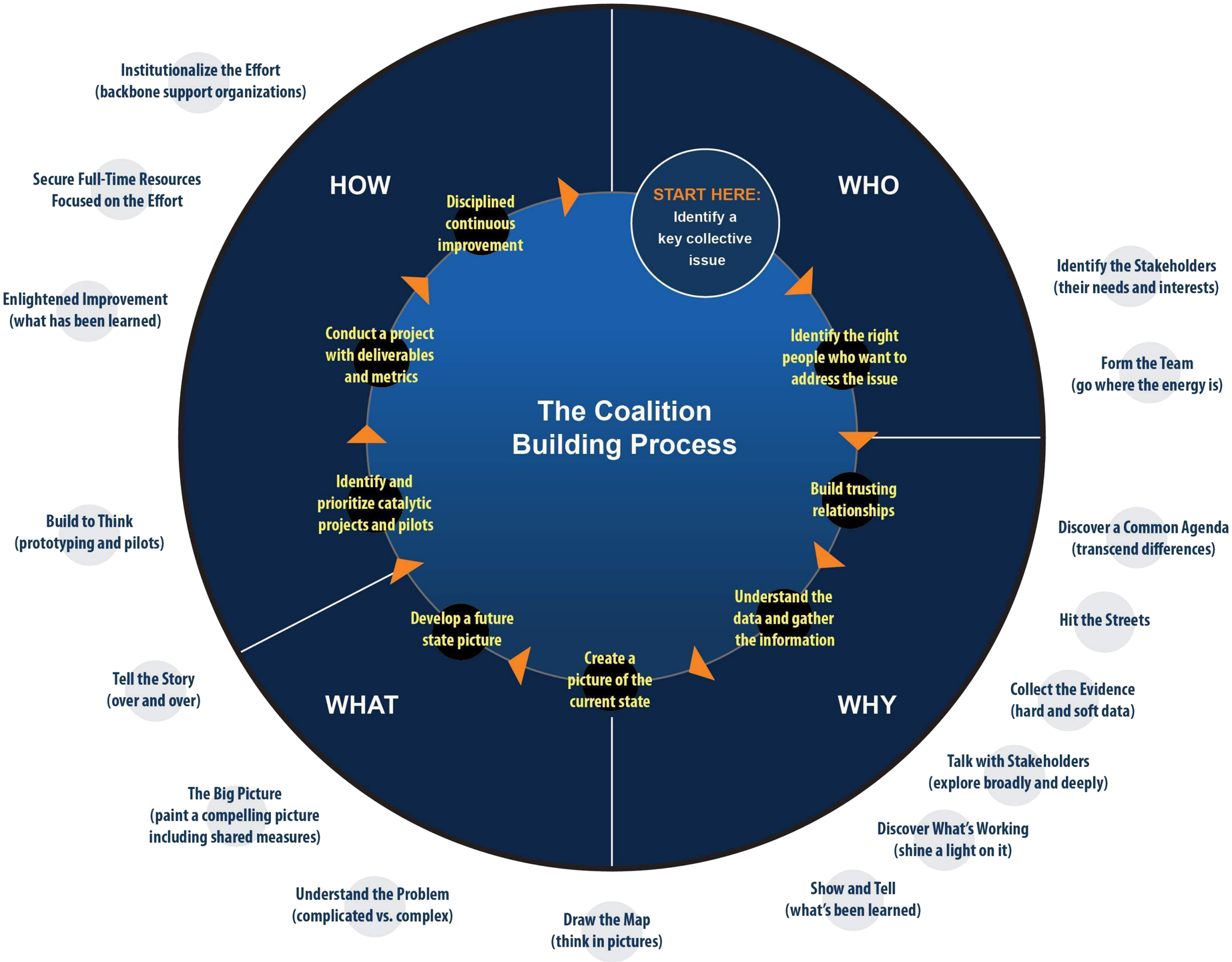
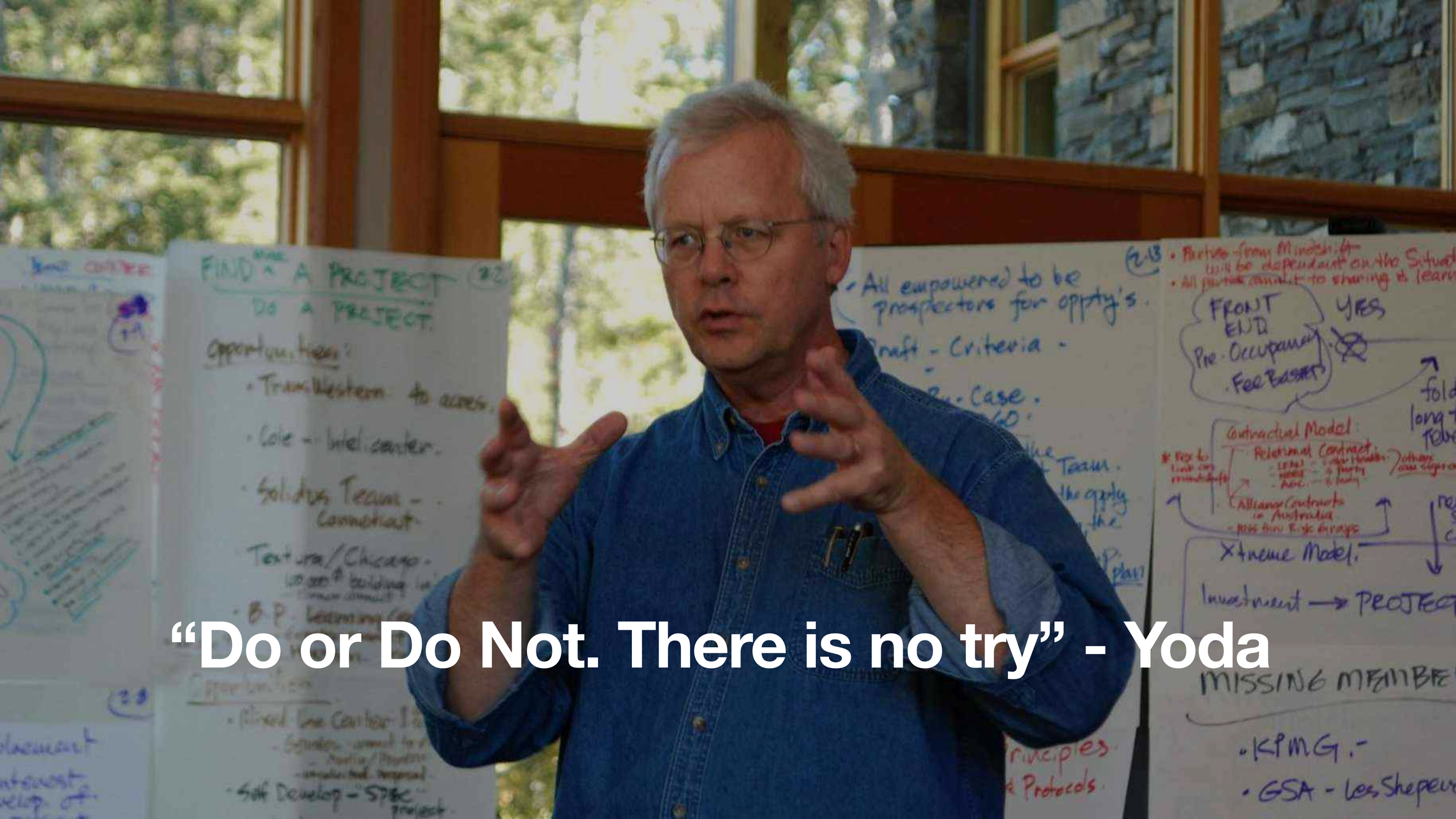


Go or No-Go

- Start with a problem or a big question
- Test the idea among a trusted group
- Host a test summit with a collection of the curious
- Form a cohort of the committed

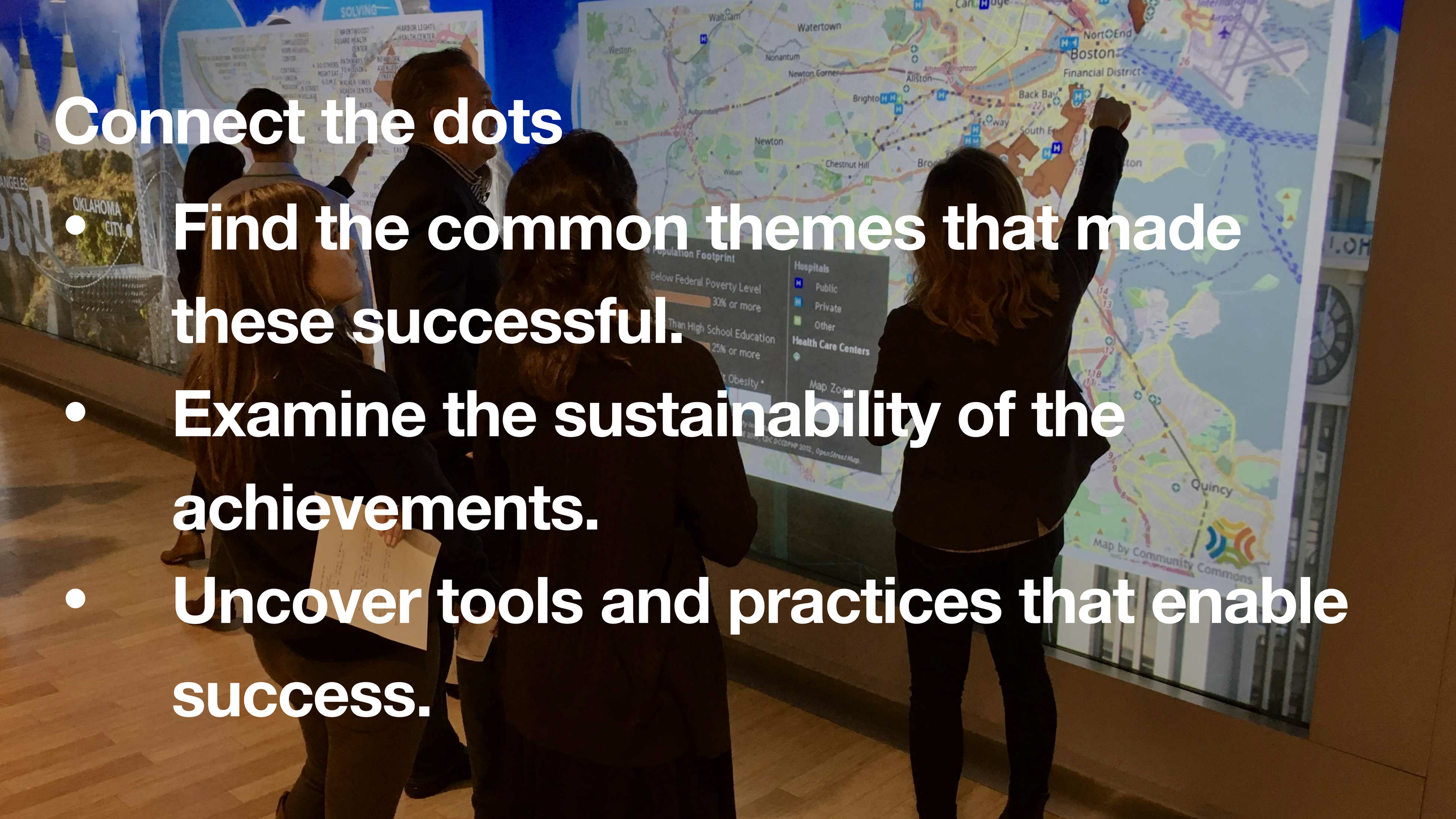

The Coalition Building Process
START HERE: Identify a key collective issue
WHO
Identify the right people who want to address the issue
Identify the Stakeholders (their needs and interests)
Form the Team (go where the energy is)
WHY
Build trusting relationships
Discover a Common Agenda (transcend differences)
Understand the data and gather the information
Hit the Streets
Collect the Evidence (hard and soft data)
Create a picture of the current state
Talk with Stakeholders (explore broadly and deeply)
Discover What's Working (shine a light on it)
Draw the Map (think in pictures)
Show and Tell (what's been learned)
WHAT
Develop a future state picture
Understand the Problem (complicated vs. complex)
Identify and prioritize catalytic projects and pilots
The Big Picture (paint a compelling picture including shared measures)
Build to Think (prototyping and pilots)
Tell the Story (over and over)
HOW
Conduct a project with deliverables and metrics
Secure Full-Time Resources Focused on the Effort
Disciplined continuous improvement
Enlightened Improvement (what has been learned)
Institutionalize the Effort (backbone support organizations)



“Do or Do Not. There is no try” - Yoda

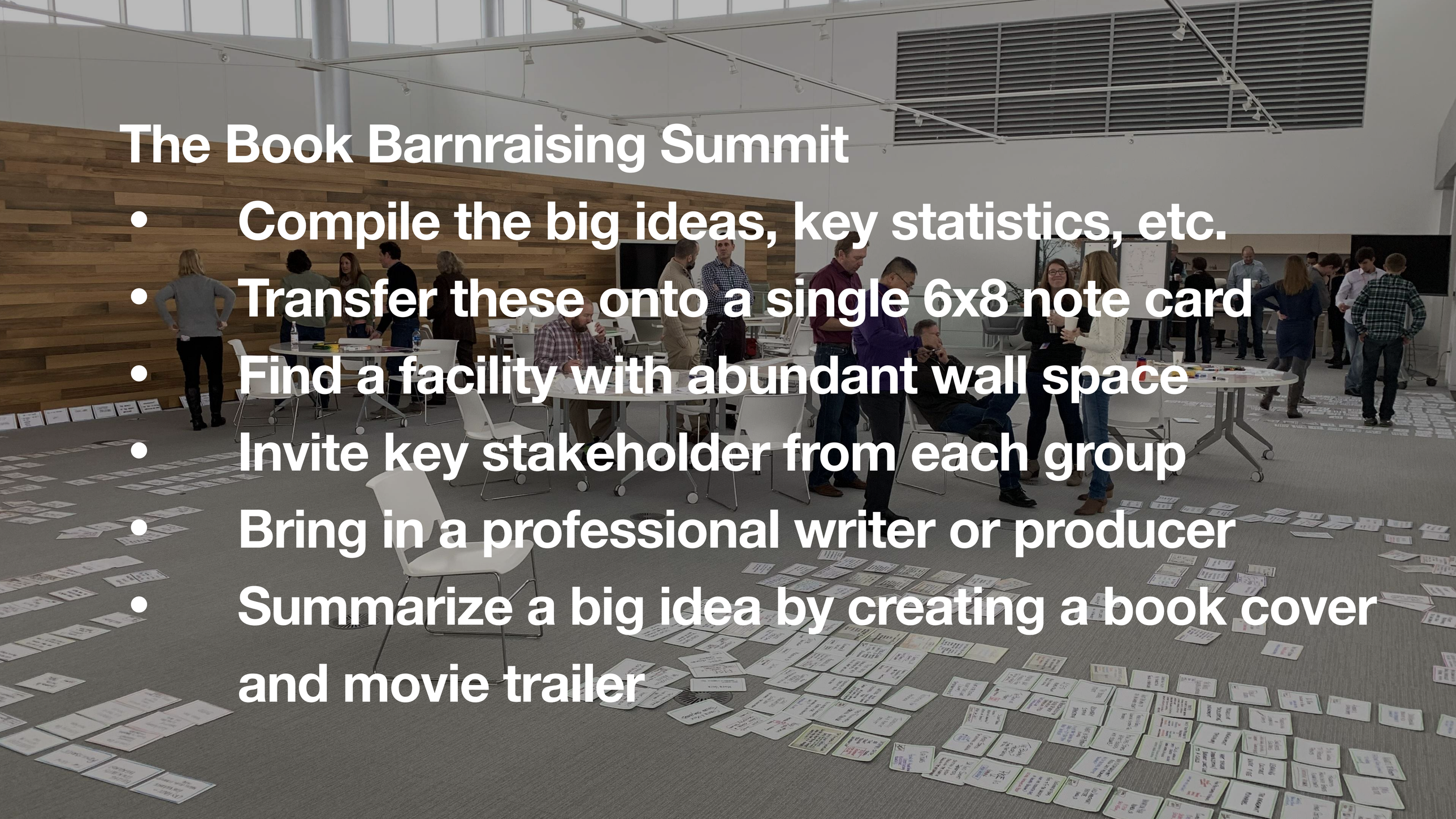
“The future is already here, its just not very evenly distributed” - William Gibson

Go and see to develop empathy.



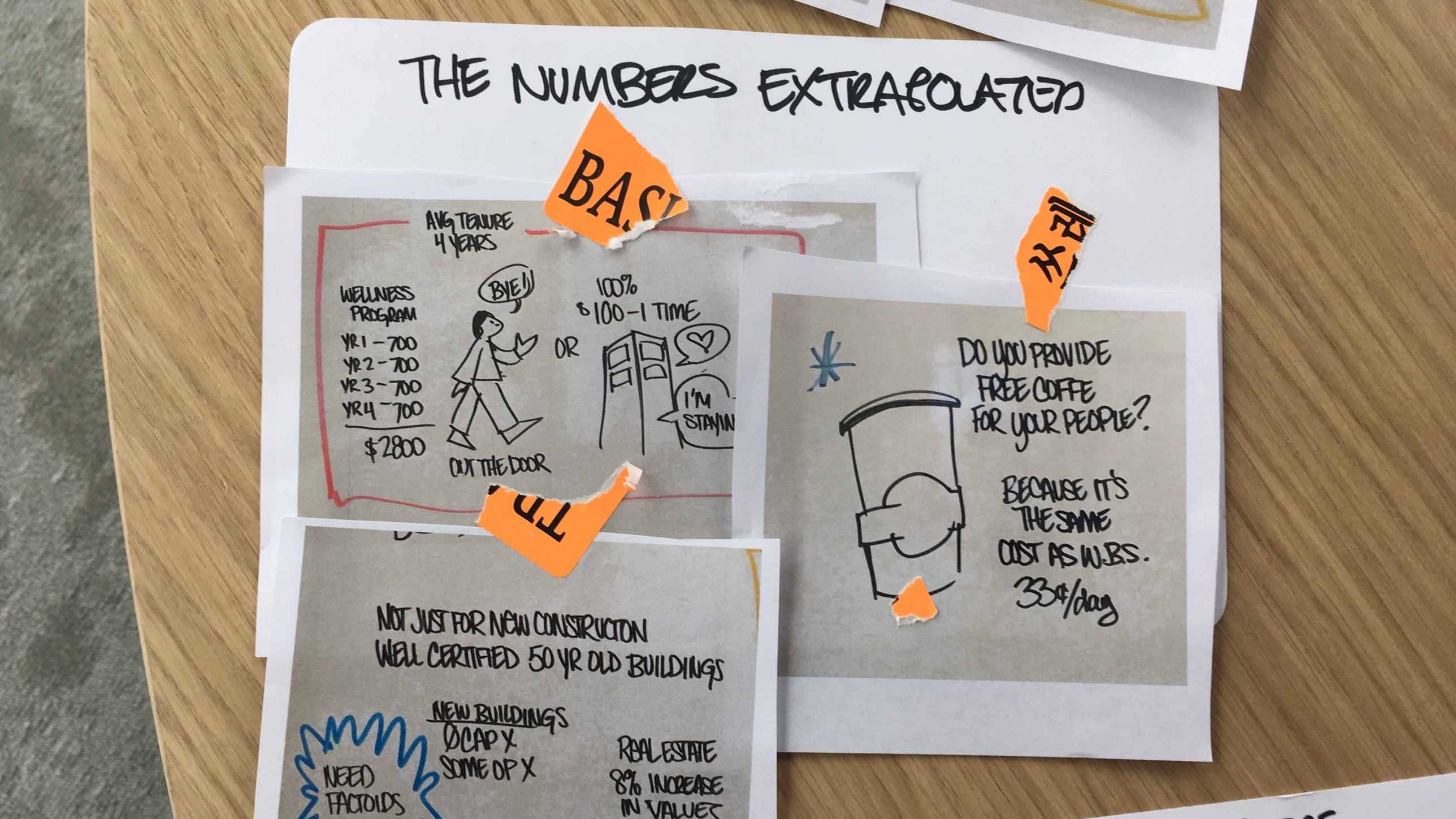
Connect the dots

- Find the common themes that made these successful.
- Examine the sustainability of the achievements.
- Uncover tools and practices that enable success.



The Book Barnraising Summit

- Compile the big ideas, key statistics, etc.
- Transfer these onto a single 6x8 note card
- Find a facility with abundant wall space
- Invite key stakeholder from each group
- Bring in a professional writer or producer
- Summarize a big idea by creating a book cover and movie trailer


THE NUMBERS EXTRAPOLATED
AVG TENURE
4 YEARS
WELLNESS PROGRAM
YR1 - 700
YR2 - 700
YR3 - 700
YR4 - 700
$2800
BYE!
OUT THE DOOR
OR
100%
$100-1 TIME
I'M STAYIN
DO YOU PROVIDE FREE COFFE FOR YOUR PEOPLE?
BECAUSE IT'S THE SAME COST AS W.B.S.
33¢/day
NOT JUST FOR NEW CONSTRUCTON
WELL CERTIFIED 50 YR OLD BUILDINGS
NEW BUILDINGS
ØCAP X
SOME OP X
NEED FACTOIDS
REAL ESTATE
8% INCREASE IN VALUES

Praise for Whole:

"what we all want for our kids - complete and well. Whole makes clear why we need well in Education."

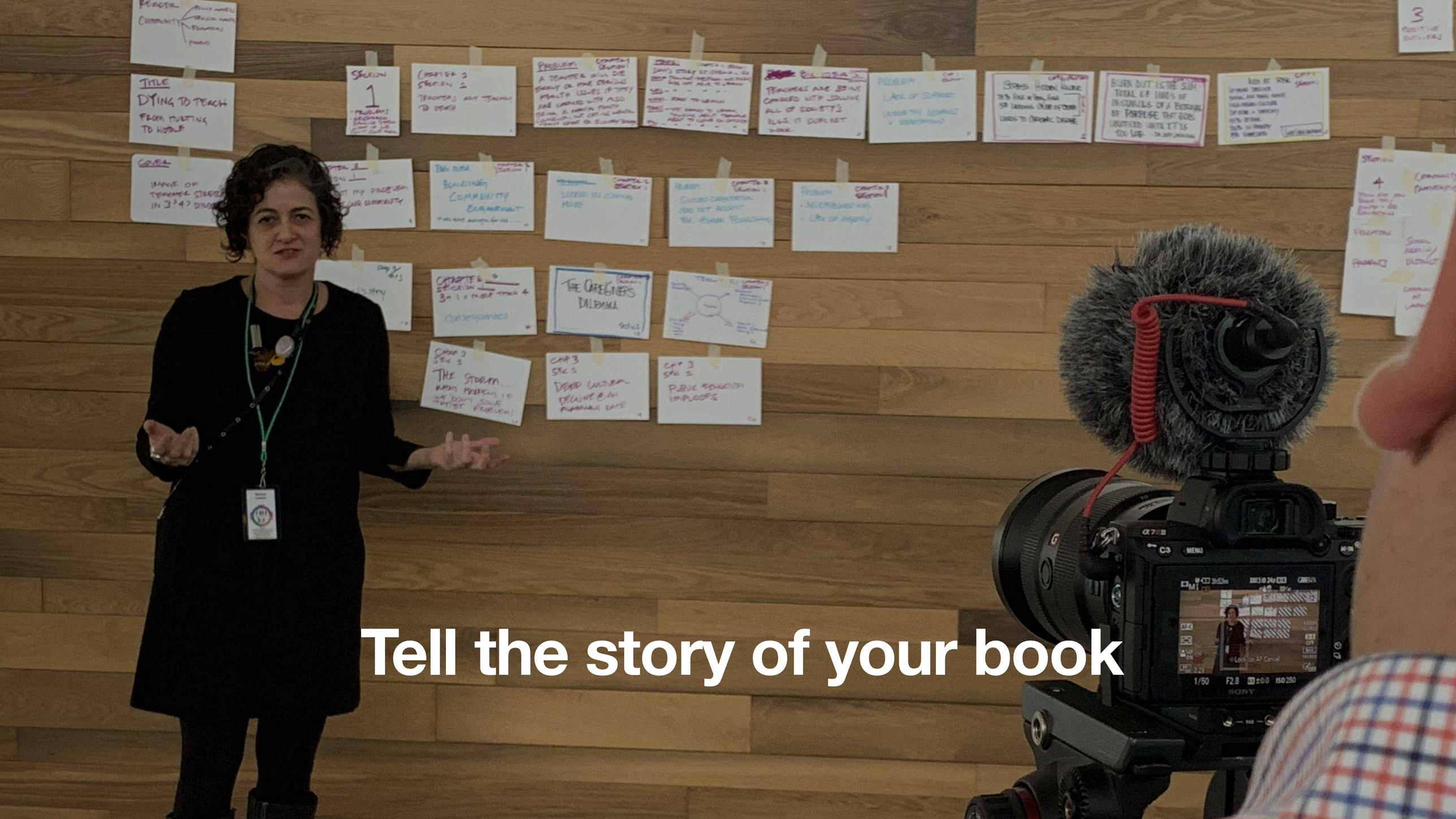
Michelle Obama

"I wish I had written this book"

Ken Robinson

Whole

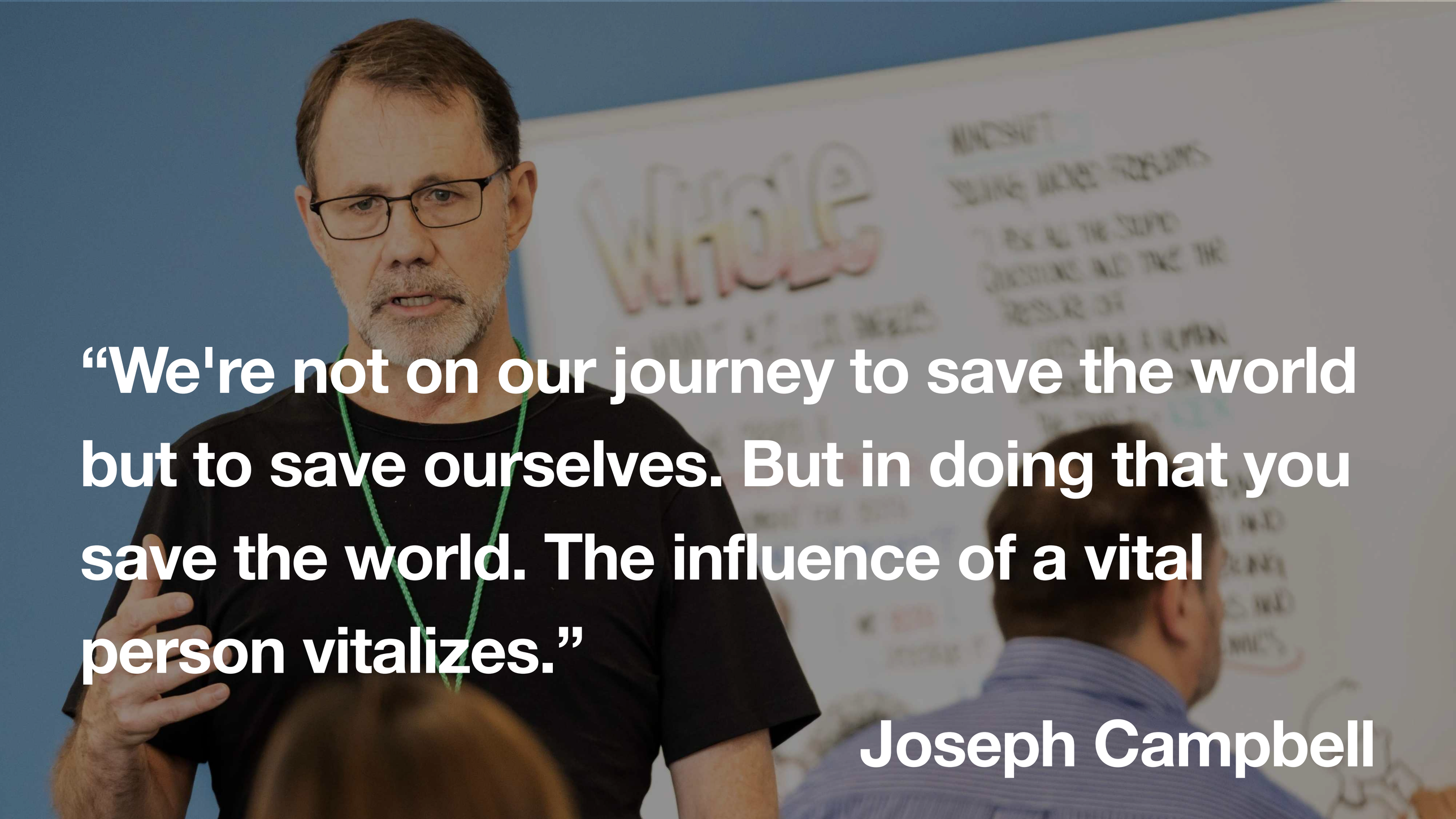
Whole.


Tell the story of your book

Publish the results in non technical story telling

Tell the story

Develop a rollout strategy and travel to different cities to present and engage in dialogue.


“We're not on our journey to save the world but to save ourselves. But in doing that you save the world. The influence of a vital person vitalizes.”
Joseph Campbell