Detailed Post-Launch Facilitation Guide

This tool provides specific, practical guidance for facilitators on how to conduct post-launch Next Gen sector partnership meetings. These are proven techniques, though certainly not the only way to effectively conduct meetings of this kind. Use this exactly, or with changes you think will work best for your facilitation style.

Conference Calls Prior to the First Post-Launch Meeting

1. After the launch meeting (and getting out the summary of that meeting in a timely fashion), the next step is to conduct follow-up conference calls for each priority area for action. These can be 45- to 60-minute calls, or calls combined with a central meeting place for those who can meet face-to-face. They should be held within 30 days of the launch meeting.

2. The first part of the call focuses on defining "what success looks like" (i.e., measurable outcomes). Or, put another way: "what signs of progress would you need to see to keep you engaged, working on this priority?"

3. The second part of the call is, given their definition of success, what do they think would be "early wins"—tangible actions that could be taken to start moving towards measurable outcomes and build momentum.

4. For both parts, it's a good idea to listen, synthesize, and repeat back what you think they are saying in the form of a question. Keep track of which industry champions are speaking up and contributing outcomes and early wins, as you will want to call on them to share their thinking at the next in-person meeting.

5. Using the results of these calls, create a Draft Action Plan with measurable outcomes and early wins for each priority area for action, and send it back out to the industry champions, while also copying public partners to keep them in the loop.

The Post-Launch Meeting (allow two hours)

1. **Set Up:** Set up the room the same way as the launch meeting (sticky wall, u-shape table arrangement) and provide one large felt pen and one blue 5X8 card per person. You will also need a flip chart for each priority area for action, which should be distributed to different parts of the meeting room (or in breakout rooms if the group is particularly large). Drawing from the Draft Action Plan, prepare and post cards on the sticky wall, summarizing each of the (A) outcomes (what success looks like) and (B) actions (early

wins) for each priority area for action. Prepare blank flip chart sheets with the title of each priority area for action and post them on or next to the sticky wall.

2. **Review/Revise Outcomes and Early Wins and Brainstorm First Steps:** Provide an overview of outcomes and actions for the first priority area, then ask industry champions who were vocal during the conference calls to comment/elaborate, and finally open it up for input from the full group, noting any revisions/changes on new cards and posting them. Next, ask the full group to brainstorm "first steps" (i.e., initial actions to take in the first 60 days that will move us towards the "early wins"). Record these ideas on the flip chart sheet. Repeat the process with each priority area for action. Time: about 45 minutes.

3. **Do a new call for champions**. This time what it means to be a champion is a commitment to join at least one Action Team, identifying and committing to 60-day actions. Ask business participants to write down their name and the name of one or more Action Teams on the blue card. Also ask them to write down on the back of the card the name of at least one other business person they would be willing to recruit to an Action Team. Collect and post the cards on the sticky wall. If no one signs up for an Action Team, that priority is put on hold. Time: about 5 minutes.

4. **Divide full group into Action Team breakout groups**. Each group has a facilitator/recorder, which ideally should be someone from the convening team that will have ongoing responsibility for supporting the Action Team. Each group has a flipchart and 60-day actions worksheet (see below). (NOTE: if your Partnership has only a very small group of champions, rather than break out, you can go through each priority area, filling in the 60-day actions worksheet for each area). Breakout groups complete four tasks over about 45 minutes:

    a. Identify the Action Team's 60-day actions and who is responsible. All actions must have one or more responsible parties. Encourage everyone to sign up to help with at least one action item. When an action is agreed upon, write down who is responsible before moving to next item.
    b. Identify any assistance they request from community partners at this stage, or questions they have for them. It could be none at this point—don't push it. It could also be some modest or major in scope.
    c. Identify co-leads of the Action Team. There should be at least two co-leads, but more is fine. Encourage and ask individuals who are showing leadership

potential. If there is reluctance, ask for two people to serve as initial co-leads for the first 60 days, at which point the Action Team can then revisit or rotate leadership.

d. Agree on when to meet again in person or by phone. Do not end the breakout session without having a tangible next step.

NOTE: Community partners may listen in on Action Team conversations, but should remain in listen-only mode unless called upon by industry for assistance. This needs to be carefully managed so their input is specific and measured, and they do not take over the conversation, allowing the business champions to recede.

5. **Action Team co-leads present their 60-day plan back to full group.** Ask for comment and if anyone else would like to help that team. This is a quick report out taking about 15 minutes. As you close, make note of when each Action Team will next meet. After the meeting, add the 60-day actions, co-leads, and members of the Action Team to the Draft Action Plan, and send the revised Action Plan back out to all participants.

This process can be adapted and repeated at periodic intervals. Bring the full Partnership back together to review completion, progress, and challenges in completing 60-day actions (first half of the meeting), then breakout into Action Teams to set the next 60-day actions (second half of the meeting). In this way, the Partnership can begin to set quarterly meetings to maintain momentum on Action Plan implementation.

NEXT GENERATION
SECTOR PARTNERSHIPS

60 DAY ACTIONS WORKSHEET

ACTION TEAM: ______________________________

REGION: ___________________________________

1. What are the Action Team's 60-day Actions and Who is Responsible?

60-Day Actions	Responsible Parties

2. What assistance do we request from our community partners at this stage, or what questions do we have for them?

3. Who has volunteered to be a co-lead of this Action Team?

4. When will we meet again in person or by phone?

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