

Stages of Development Breakout Session:

Already Underway

Conference Room



Practical Tips

- ✓ **Designing the “After Party” to get early wins and build momentum**
- ✓ **Recruiting the right public partner “first responders”**
- ✓ **Mastering the meshing process between business champions and public partners**



Post-Launch Calls

- ✓ **Conference call for each priority area**
- ✓ **45-60 minutes, held within 30 days of launch meeting**
- ✓ **First question: What does success look like?**
- ✓ **Second question: What would be an early win?**
- ✓ **Tips: listen, synthesize, repeat back; keep track of who is speaking so you can ask them to speak up at next in-person meeting**



In-Person Meeting

- ✓ Full group reviews/revises outcomes and early wins
- ✓ Full group brainstorms “first steps in next 60 days” on early wins
- ✓ Call for champions—this time to join Action Teams
- ✓ Breakout Action Teams—four questions:
 - ✓ What are 60-day actions with assigned responsibilities?
 - ✓ What assistance desired/questions for public partners at this stage?
 - ✓ Who are your co-leads for action team?
 - ✓ When will we meet next by phone/in-person?
- ✓ Action Team co-leads present 60-day plan back to full group



The 60 Day Discipline

- ✓ If the action is completed, then set new 60 day action.
- ✓ If the action is not completed, then is this still the right action/early win? If no, is there something more important? If yes, then what can we do in next 60 days? If no, then should we drop or put on hold?
- ✓ If the action is not completed, but they still think it is the right action, then how do we make progress in the next 60 days?



Sustaining Action Teams

- ✓ **Getting business leaders to own their priorities**
- ✓ **Selecting the right public partner “first responders”**
- ✓ **Mastering the meshing process**
- ✓ **Building for the long term**



Getting Business Leaders to Own Their Priorities

- ✓ **Ensure that 60 day actions are business champion actions, with public partner support as appropriate.**
- ✓ **Let business champion roles evolve—recruiter, expert, advocate, investor, catalyst, communicator, innovator, worker bee, and more**
- ✓ **Keep in mind: Is what you are about to do going to increase or diminish the level of business ownership?**



Selecting the Right First Responders

- ✓ **Able to commit their organization's resources and help secure additional resources (vs. only representing their organization)**
- ✓ **Sensitive to keeping business champions in the driver's seat (vs. taking over or driving their own agenda)**
- ✓ **Flexible and creative in viewing their organization's resources as a "tool kit" to be adapted/combined with others (vs. pre-packaged, stand-alone, off-the-shelf solutions)**
- ✓ **Collaborative and positive-sum in thinking and action (vs. competitive, zero-sum)**



Mastering the Meshing Process

- ✓ **Deeply understand what business wants by asking probing questions (vs. providing quick answers)**
- ✓ **Explore possible resource combinations (“tools from different organizational toolkits”) (vs. offering quick fixes by single organizations)**
- ✓ **Map out potential collaborative approaches, identifying complementary roles including business (vs. assuming full implementation responsibility with little role for business)**



Building for the Long-Term

- ✓ **Build trust by achieving and honestly assessing early wins (vs. breaking trust by not following-through)**
- ✓ **Use early wins as a pivot to defining and achieving “next wins” and building momentum (vs. declaring victory and moving on)**
- ✓ **Progressively address organizational and sustainability needs as implementation of next wins gets larger and more complex (vs. jumping to too much organization too early, creating at best a distraction and at worst a turf war)**



Tools

- **Facilitation Guide for Meetings After the Launch**
- **Step-by-Step Process of Forming Action Teams**
- **Guidance on Building and Sustaining Action Teams**
- **Industry Leader Job Description (evolution of roles)**

