

We will get started soon!



- Please use Firefox or Chrome for best results.
- Enter your questions in the chat area.
- For connectivity issues, try the red “Reconnect” button at the top.
- **We will send a replay, slide deck, and free downloads tomorrow!**

Presented by:





Reimagining Mission Delivery



Framework Overview

- Part 1: Set the Foundation
- Part 2: Reimagine Mission Delivery
- Part 3: Assess Resources



About Me

CEO of SmallBox

(February 2020 - Present)

Director of Brand Engagement, Butler University

(June 2017-February 2020)

Director of Marketing, Arts & Culture, Butler University

(June 2014-June 2017)

Director of Public Affairs, Indianapolis Museum of Art

(September 2009-June 2014)

Marketing Manager, Solomon R. Guggenheim Museum

(September 2008-September 2009)



About SmallBox

SmallBox is a creative agency focused on strategy, web and brand experiences for mission-driven organizations.

Our people-centered approach and passion for community impact helps us create relevant solutions for our clients and all those they serve.



“The only way to make sense out of change is to plunge into it, move with it, and join the dance.”

ALAN WATTS





OVERVIEW

Move from disruption to delivery.



What is disruption?

Whew!

2020 has been a doozy.



What is disruption?

Crisis Mindset

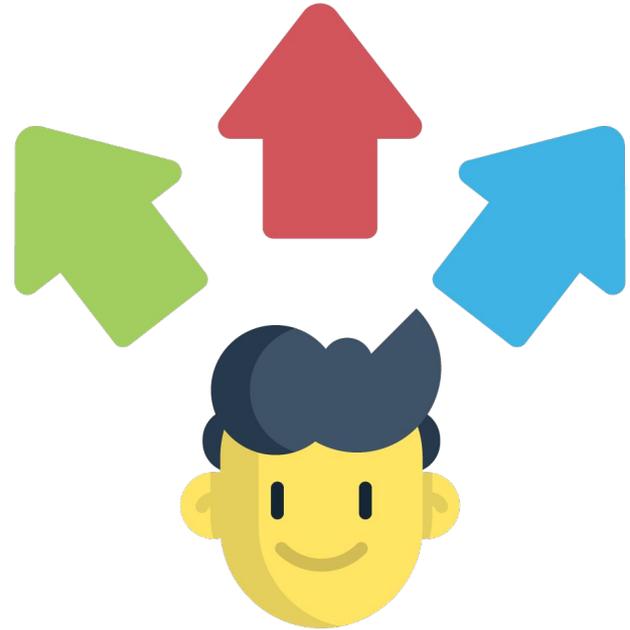
In a crisis mindset our brains can get tangled tackling the most urgent challenges without considering the greater pictures. Triage becomes critical and everything else is secondary. The problem is that everything seems important - and all at once.



What is disruption?

Future-Focused Mindset

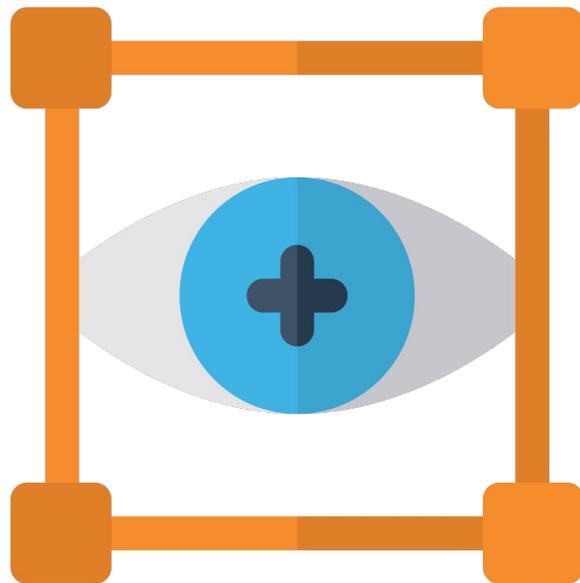
Resiliency is not about returning to the world before, but re-imagining what are the things you need to do to be active during this period with an eye toward permanence. What are you learning in this moment that will lead to a new future for your organization?



Why should I use this framework?

Unwind. Untangle. Uncover.

Today's framework is intended to help you get untangled from the crisis mindset and to help you find a path toward your reimagined future as an organization. It is to provide a moment of pause for you and your team from the chaos, in order to infuse certainty and clarity at a time when people are short on both.





REIMAGINING MISSION DELIVERY FRAMEWORK

Using the Framework



Who should be included in this exercise?

Participants

- Audience Members (Who You Serve)
- Valued Volunteers
- Employees
- Executive Team
- Board of Directors

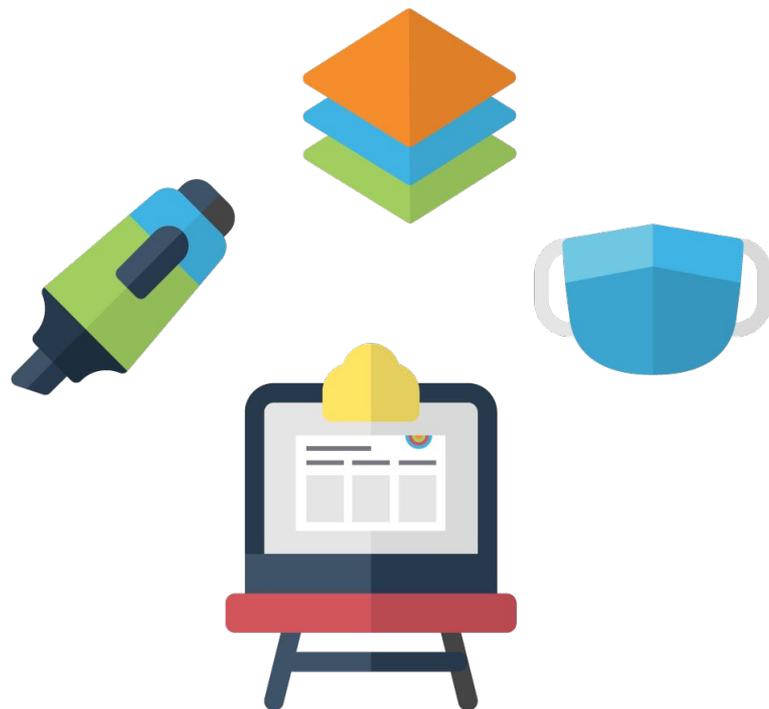


What tools do I need?

Facilitation Supplies

- Framework Worksheets and Pen
- Whiteboard & Markers
- Post Its & Sharpies
- Masks!

- MURAL (online platform) or other collaborative software
- Video conference software



What else should I consider?

Rules of Engagement

- Make sure everyone understands the desired outcomes and purpose.
- Create ground rules and set expectations as a team.
- Embrace creativity and generative thinking.
- Respect one another's ideas.
- Encourage positivity.
- Allow space for personal reflection.
- Understand that some discomfort is to be expected.





MISSION, VISION, AND VALUES

Set the Foundation



Why do we need to set the foundation?

North Star

Mission asks the question of what we do, for whom do we do it, and what is the impact? This is your core reason for existing.

Vision asks what is the future you want to create? This is the outcome of your existence.

Values are what your organization stands for and the principles of mission delivery.



Set the Foundation

STEP 1: GET GROUNDED

What fundamental beliefs and ideas keep us grounded?

Mission Why does our organization exist?	Values What beliefs and actions guide our work?	Vision If we achieve our mission, what does the world look like?



How do we do it?

Step 1: Get Grounded

- Why is our mission essential to the audiences we serve?
- How might we reflect our values in the work that we do? / What are our values?
- Why is our vision essential to the audiences we serve? / What does the world look like if we achieve it?





Set the Foundation

STEP 1: GET GROUNDED

What fundamental beliefs and ideas keep us grounded?

Mission Why does our organization exist?	Values What beliefs and actions guide our work?	Vision If we achieve our mission, what does the world look like?



OPPORTUNITIES

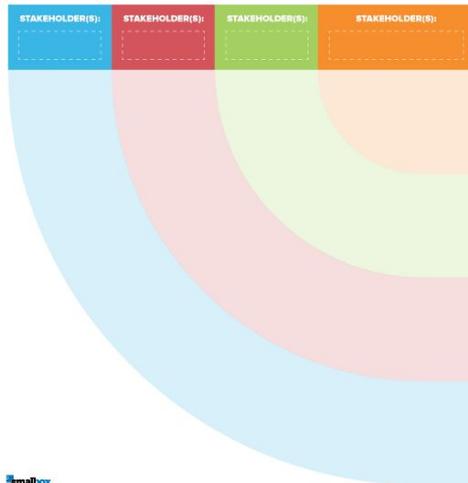
Reimagine Mission Delivery



Reimagine Mission Delivery

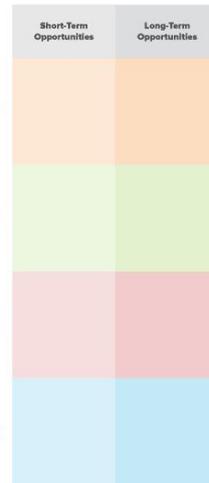
STEP 2: UNDERSTAND EXPERIENCES

How do they currently experience uncertainty or disruption?



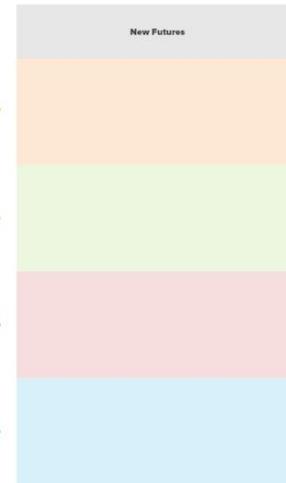
STEP 3: IDENTIFY PIVOTS

What changes might we make?



STEP 4: PREDICT OUTCOMES

How might each potential future look?



Who are we serving?

Step 2: Understand Experiences

- Who are our audiences? Who do we serve?
- How are each group of stakeholders experiencing disruption? How has this affected their lives?



Reimagine Mission Delivery



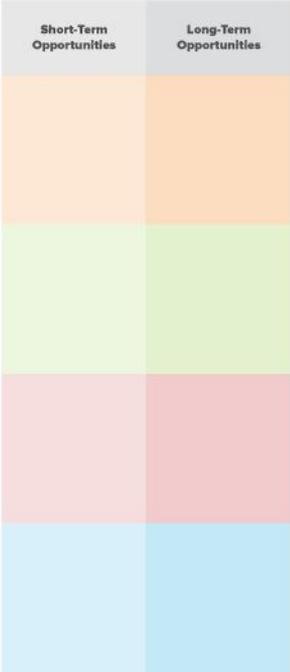
STEP 2: UNDERSTAND EXPERIENCES

How do they currently experience uncertainty or disruption?



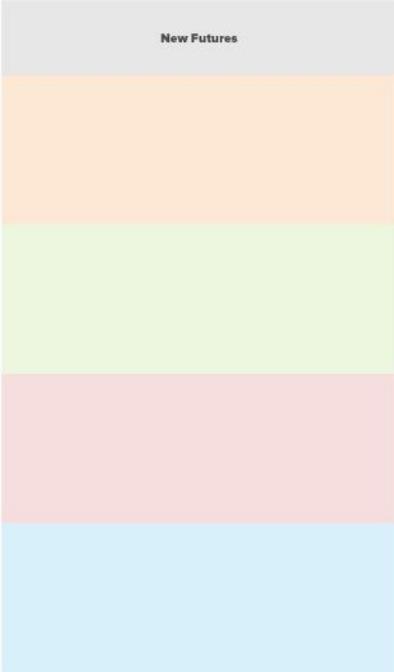
STEP 3: IDENTIFY PIVOTS

What changes might we make?



STEP 4: PREDICT OUTCOMES

How might each potential future look?



What is short-term vs. long-term?

Time feels wonky. Define it. Make it feel like a known.

Short-term: Through 2021

Long-term: 2022 and beyond



Reimagine Mission Delivery



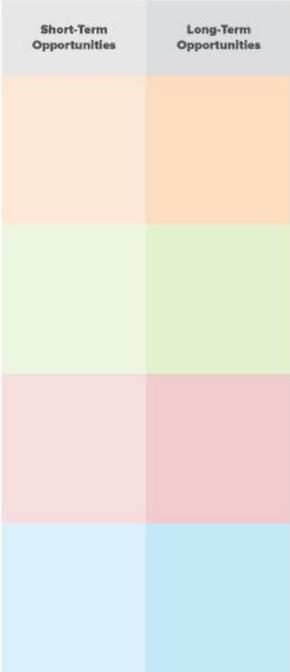
STEP 2: UNDERSTAND EXPERIENCES

How do they currently experience uncertainty or disruption?



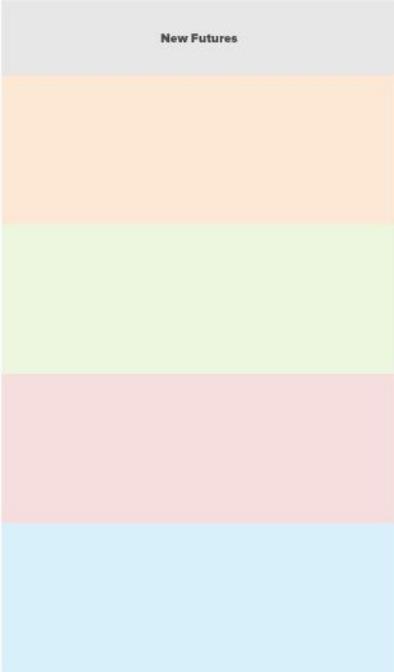
STEP 3: IDENTIFY PIVOTS

What changes might we make?



STEP 4: PREDICT OUTCOMES

How might each potential future look?



How do we do it?

Step 3: Identify Pivots

- What changes/pivots might we make to address disruption/uncertainty? What can we pause? What can we try? What can we shift?

Tips

- Don't get caught in the details. Keep this high level.
- Encourage creative/innovative thinking.
- Don't let fear or doubt stand in the way.



Examples of Pivots

- Craft Jam
- Child Care Answers
- New Story
- Eleven Fifty Academy

craft
JAM



Eleven Fifty Academy



Reimagine Mission Delivery



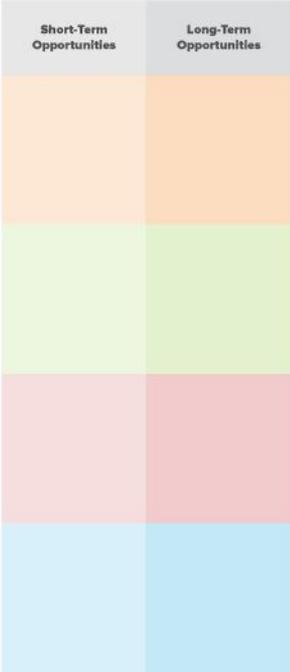
STEP 2: UNDERSTAND EXPERIENCES

How do they currently experience uncertainty or disruption?



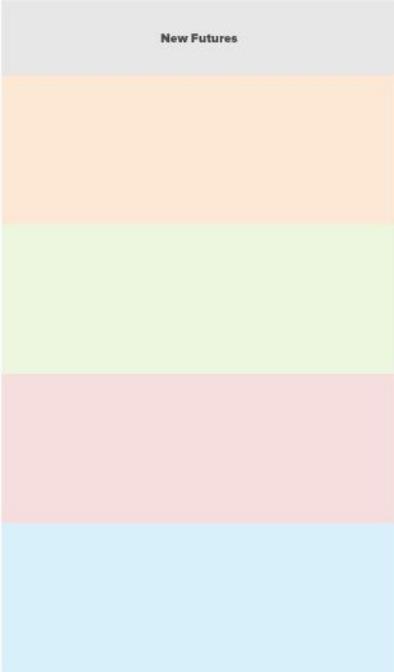
STEP 3: IDENTIFY PIVOTS

What changes might we make?



STEP 4: PREDICT OUTCOMES

How might each potential future look?



How do we do it?

Step 4: Predict Outcomes

- If we implement each change, what outcome do we expect? How will this affect the audience?

(Group discussion.)

Tips

- Don't get caught in the details. Keep this high level.
- Encourage empathy. Put yourself in the audience's shoes during this exercise.



Reimagine Mission Delivery



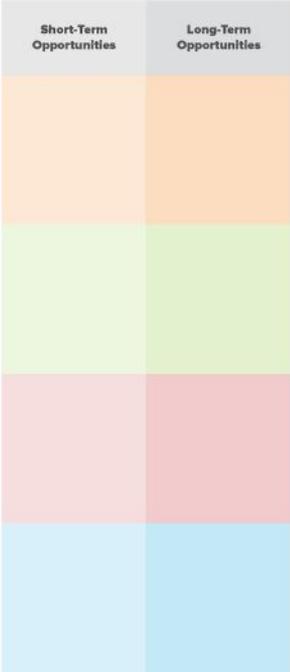
STEP 2: UNDERSTAND EXPERIENCES

How do they currently experience uncertainty or disruption?



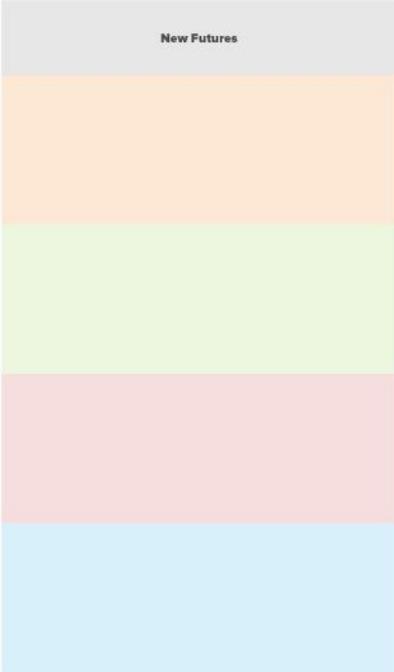
STEP 3: IDENTIFY PIVOTS

What changes might we make?



STEP 4: PREDICT OUTCOMES

How might each potential future look?





STRATEGIES

Assess Resources



Assess Resources



STEP 5: PRIORITIZE

What opportunities are we acting on?

Opportunity <small>(list one per line)</small>
<input type="checkbox"/> short-term <input type="checkbox"/> long-term

STEP 6: DEVELOP STRATEGIES

What would it take to implement these new opportunities?

Actions <small>What actions will be required to make business successful?</small>	Capabilities & Partnerships <small>What are we capable of? What can't we do that we might partner with someone on?</small>	Responsibilities <small>Who is responsible for doing it?</small>	Funding <small>Where might we obtain funding?</small>	Gaps? <small>What is outside of our control?</small>



Which opportunities are most important?

Criteria to Consider

- Mission, Vision, and Values alignment
- Positive Impact on Audience
- Equitable and just
- Competition



How do we do it?

Step 6: Develop Strategies

→ What would it take to implement these new opportunities?

- Actions
- Capabilities & Partnerships
- Responsibilities
- Funding
- Gaps

Tips

- Divide into groups and rotate through all 5. Iterate as groups then discuss larger group.
- Assign an opportunity to individuals. Have them do this independently then come back for a team discussion.
- Have everyone tackle everything over a set period of time then come back as a team to discuss.





CLOSING THOUGHTS

A Map to Resilience



**“Hope lies in dreams, in imagination,
and in the courage of those who dare
to make dreams into reality.”**

JONAS SALK



Let's reimagine together.

Meg Liffick

meg@smallbox.com

