THE TURN QUIZ

Are you Mostly Turned Inward or Outward?

Look at the two columns below. For each row circle the word that best describes the focus of your work or efforts in the community. Descriptions on the next page.

I am generally focused on:

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TURN QUIZ DESCRIPTIONS

INWARD

ACTIVITY
Getting tasks on my list done; the more tasks, the better I’m doing!

PROGRAMS
Making sure the programs I’m part of are well executed and the people who are part of them feel good about the services they receive.

MY ORGANIZATION
Our bottom line, our brand position, our reputation, our competitive advantage – these things frame our internal conversations.

PEOPLE AS CONSUMERS
Our job is to provide good customer service, through good programs, good experiences, services, etc. Our success is whether our customers are satisfied with that they get from us.

PROCESS
I emphasize making sure that the steps are fulfilled in whatever I’m doing. Getting through the steps is important and how I measure my success.

OUTREACH
We need to make sure that we have enough ways to connect with people. This might be educational opportunities and other kinds of fun activities where people get to learn about our work.

PUBLIC RELATIONS
We need to make sure we are selling the positives of our work to as many people as possible.

INPUTS
I have to stay focused on the tasks I have to do as part of a larger effort. I can’t worry about anything else.

CLAIMING TURF
We need to really make sure people know what issues or efforts we “own” in the community. If we don’t make sure it happens, we won’t get credit.

CHARITY
People and groups getting resources they need; making sure that giving is happening.

FEELING GOOD
Success is measured by whether people enjoyed programs, like our organization and have good things to say about us. We don’t “rock the boat” too much.

OUTWARD

ACTION
Making sure that what I’m doing is adding up to the result I want.

PEOPLE
Thinking first about the people whose lives I want to impact and making sure their experiences drive my programmatic choices.

MY COMMUNITY
What is our role in relationship to our community? Is the state of the community what frames our conversations inside our organization?

PEOPLE AS CITIZENS
Our job is to work with people in communities, who also have a responsibility and a role to play in addressing problems that we all hold in common.

PROGRESS
I emphasize whether I’m moving the issue forward I care about. Processes are useful insofar as they help do that and should be adjusted as needed.

ENGAGEMENT
We have to regularly listen to people in our community in a way that lets them be open about the kind of community they want and the challenges they see.

PEOPLE’S REALITY
The most important thing we can do is reflect the reality of people’s lives so they know they’re heard and then how our work connects to that reality.

IMPACT
My tasks are important, but only insofar as they are leading to results that improve lives and our community. I am always checking whether what I’m doing adds up.

COMING TOGETHER
Making sure that things are getting done and people are working together to make it happen produces results, and we have to start there before we think about credit.

CHANGE
Making sure that progress is happening in the community and issues are getting addressed, which sometimes takes money and programs and sometimes doesn’t.

DOING GOOD
We are willing to make hard choices to do what’s right by people in the community, which means we have to accept that not everyone is going to like what we do, and we aren’t always going to be happy with doing it.
HOW CAN I TURN MORE OUTWARD?

01
Do this with a trusted colleague. Meet once a month for six months, discuss your progress in Turning Outward and hold each other accountable.

02
Identify three areas where you are already Turned Outward and why being Turned Outward in each area is important to you.

03
What will you need to do differently in order to Turn Outward in each of the areas listed in your answer to question 2.

04
Post this in your office or at home. Remind yourself to refer back to it. Ask yourself: What would it take for you to more fully Turn Outward?

05
Share this exercise with others - with your co-workers, at your place of worship, with friends, your PTA, your board, etc. Ask: What are the implications for our work? What other groups could use this exercise for their own work?

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