	STAGE 1			STAGE 2	
	Launch	**Starting the Work**		**Taking Action**	**Deepen and Spread**
	Public Innovators Lab	*Community Conversations*	*Building Public Will*	*Strategies and Partnerships*	*Working the Plan*
	Up to Month 1	Months 2-4	Months 5-7	Months 8-12	Months 13-18
What You Should Focus On	• Focus on community shared aspirations	• Authentically engage community and discern key insights	• Strategically share knowledge from engaging community to build community ownership and public will • Apply knowledge from engaging community to decision-making	• Identify and act on specific strategies of change that align to local context • Focus on creating conditions necessary for community change • Determine "who to run with" as partners	• Adopt the right metrics to gauge progress • Develop networks for innovation and learning
Project Components	• Public Innovators Lab • Coaching Calls	• Monthly Coaching Calls • In-person workspace	• Monthly Coaching Calls	• Monthly Group Coaching Calls	• Monthly Group Coaching Calls
CHECKLIST: What should you be doing?	☐ Engage your staff/Board/community partners in the *Aspirations* exercise. ☐ Use the *Ask* questions with people in the community. ☐ Share and discuss *3A's of Public Life*, *Are You Turned Outward?*, or one of the other tools from the Lab with colleagues and/or partners. ☐ Post your Public Innovator Toolkit poster and your "Am I Turned Outward Today?" poster in visible places in your workplace.	☐ Complete three full (10 question) *Community Conversations* to gain experience and learn, using any opportunity you have. Just Do It! ☐ After doing the first three, create an action plan. Use the <u>Action Plan Worksheet</u> in Tab 5 of the Lab Book. ☐ Begin additional *Community Conversations*. ☐ Build momentum and skill with the practice at a manageable pace	☐ Continue to have *Community Conversations* identified in your Action Plan. ☐ Look for themes using *Identifying Themes* and *Questions for Looking Across Conversations* in the *Community Conversation Workbook*. ☐ Bring the team shaping your work together regularly to discuss what you are learning and where the knowledge can be used. Use the *Innovation Space* tool. ☐ Create a public knowledge summary. Use the *Share What I Am Learning to Build Community Ownership and Allies* in the *Community Conversation Workbook*. ☐ Share the public knowledge summary with staff, Board, partners and the community. Use the *Ways of Presenting Public Knowledge* in the *Community Conversation Workbook*. Also think of new partners too share it with. ☐ Bring the team together that is shaping your work to talk about what you are learning. Use the *Innovation Space* tool and embed what you are learning into your activities.	☐ Use the *Community Rhythms* tool with your partners to align the speed and scale of the work you do together. ☐ Share the knowledge you've gained with others in the community that can benefit from it. Use *How to Share Public Knowledge* in the *Community Conversation Workbook*. ☐ Have conversations internally and with your partners aobut what role your organization should play in the community base on what you have learned. ☐ Have an honest conversation with your partners about the capacity each of you can put toward the work. ☐ Provide orientation and/or training to potential partners about the Turning Outward practice. ☐ Identify and articulate pockets of change. ☐ Continue to use the 3A's and Are You Turned Outward tools with your team and partners to stay aligned.	☐ Adopt the right metrics rooted in public knowledge to gauge progress. ☐ Develop networks for innovation and learning ☐ Use the *Making It Stick with Staff* tool to deepen your Turning Outward practices. ☐ Regular Innovation Space to reflect and recalibrate.
What to watch out for	• Not translating excitement from Lab into doable actions	• Planning loop and endless process sessions • Getting stuck on the activity of community conversations • Struggling to make sense of public knowledge and see themes too early. • Taking on issues that are too big for early stages of work.	• Everything seems plausible – feel excited and anxious about next steps • Struggle to make sense of how things fit together and how to get started. • Continuing to work/partner with only the usual suspects.	• Getting stuck in planning processes • Reverting inward at the time you need to bring partners in • Losing sight of community conditions in strategy development • Losing alignment in your organization and with partners. • Developing overly broad "strategies" that are really non-strategies	• All planning and no innovation • Being activity happy without calling the question: Are we having an impact? • Executing plans without considering new information and emerging trajectory • Unclear how to interpret or name changes happening

Note: This document represents the general arc of time over which people and groups develop in the Harwood practice. People and groups may develop at a faster or slower pace depending on capacity, resources, time to commit, community readiness, and their own readiness.