

# ASPIRATIONS TO ACTIONS

an initiative of The Patterson Foundation



## Turning Outward = Greatest Impact

Turning Outward is at the heart of Aspirations to Actions.

The Harwood Institute's Public Innovators Lab taught us that the practice of turning outward allows us to support relevant change that is reflective of what the people in our communities desire. When turning outward, we see and hear each other -- REALLY see and hear each other -- in ways that are meaningful. We move from looking at "problems" to looking at "aspirations." It changes our perspective. We begin to have a deep understanding of what is important, and how we can make change happen.

According to [The Harwood Institute](#), Turning Outward is about changing our orientation, our posture, the very direction we face, in the work we do. When we Turn Outward we make the choice to face toward the community, to squarely address reality, and to see and hear all people. These are all things missing in our communities today.

Turning Outward impacts:

1. **Engagement** – Shifting who you see and include in your work and how you engage with them to create change.
2. **Partners** – Helping you gain clarity about the partners you need to move forward – and those that are holding you back.
3. **Priorities** – By understanding what space you occupy within the community, you no longer struggle to be all things to all people. Instead, you focus on what you can and should impact.
4. **Strategies** - How you develop and implement strategies that reflect the context of your community and people's shared aspirations – and not get so entangled in programs and activities.
5. **Communications** – Reframing how you talk about your work and impact, so that it is relevant to people and their concerns – and how you can contribute to a more productive community narrative.
6. **Organizational Culture** – By Turning Outward you can align and drive internal efforts around shared aspirations and shared language, which makes it easier to work across departments and get things done.

The goal of turning outward is to embed the practice into everything we do so that we are constantly looking outward in order to inform our work, our view, and our knowledge of what is real, important, and sustainable. By encouraging trust and inviting everyone to join in the process, it promises that we will produce greater impact by turning outward together.

## WORD!

*Expanding our vocabulary as we look to bring our aspirations to actions ...*

### SMALLIFY

When addressing issues, consider "Smallifying" them with these Guiding Principles:

**S**tart with clear intent

**M**eet with and learn from the community

**A**lign community learning with a plan for action

**L**ead the way in implementing the plan

**L**earn and discover from the process

**I**mprove and innovate

**F**ocus on small successes and celebrate

**Y**es, we can do it!

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## Off the Wall

### @ TPF

*A special quote as seen on the wall at The Patterson Foundation...*

"We can start changing the world right now. Everyone great and small can make a contribution."

## Blogosphere

*In case you missed these ...*

Mike Manfield's [Listening, learning & building bridges](#)

Judy Sedgeman's [Turning Outward helps Realize Bradenton](#)



If you have news to share, please contact Beth Doyle  
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