

Community “Readiness”:

During the break, take a few minutes to think out loud with your colleagues about the following:

- What is the value-add for you, your agency, and your community for doing the DUA?
- What results can you achieve from your participation in the DUA?
- Do you have ample resources (time, energy, funding, support) to make the most of the DUA?

To "DUA" or Not to "DUA"

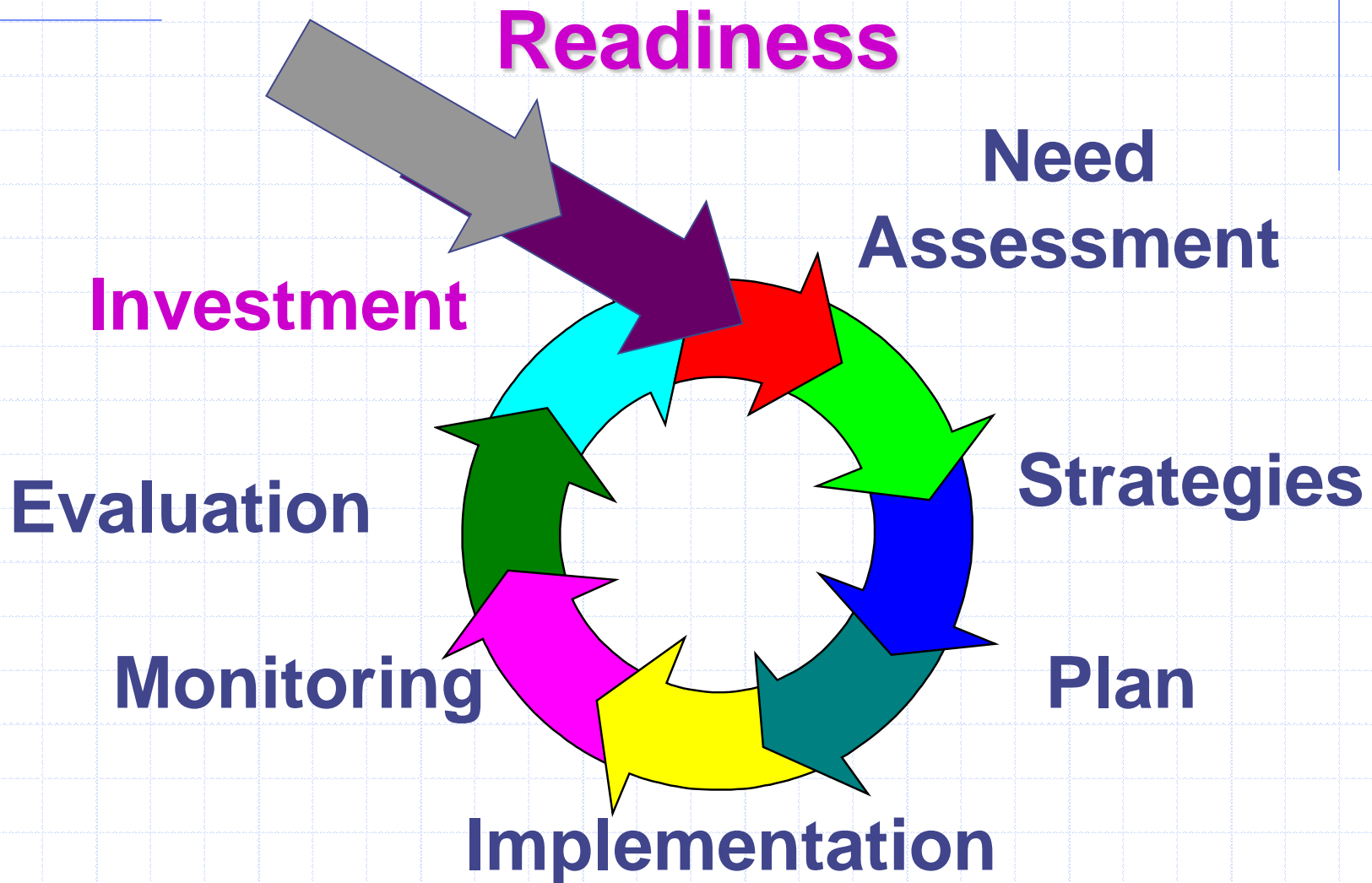
Possible Tensions...2001

- ◆ **Engagement vs. Investment:** there is community interest and enthusiasm for DUA, but insufficient resources
- ◆ **Shrinking vs. More \$\$:** Budget cuts (again) and limited funding constrain new training opportunities like DUA
- ◆ **Innovation vs. Holding On:** DUA may be new and promising, but with staff, funding, vision, mission, etc in flux, it is hard to move ahead...

Community “Readiness”:

Is Your Team Ready
For the Data Use Academy?

Improve Community Health



Readiness Check List

- ✓ Effective Community Leadership and Partnerships
- ✓ Sufficient People and Resources to Do the Work
- ✓ Sufficient Community Commitment for Sustainable Change

Key Elements of “Readiness”

- ✓ Leadership
- ✓ Partnership
- ✓ Commitment
- ✓ Change

The **Data Use Academy**

is about all of these, but perhaps most important is ...

- ✓ Leadership
- ✓ Partnership
- ✓ Commitment
- ✓ **Change**

...The DUA is about changing the way we do business; our business is healthier women, children and families.

The Reality of *Change*

- ◆ Change is a process of transition, not an event.
- ◆ Transition has a predictable sequence in people and organizations.

Three Orders of Change

- ◆ *1st Order*--Establishing Organizational Values, Setting the Frame
- ◆ *2nd Order*—Modifying *Individual Values* and Behaviors
- ◆ *3rd Order*—Achieving *Organizational Transformation*, True Paradigm Shift

Roles in *Change*:

- ❑ *Sponsor* – sanctions, supports, and/or legitimizes change
- ❑ *Agent* – responsible for making the change happen
- ❑ *Target* – people who must change
- ❑ *Advocate* – wants to achieve change but lacks power to sanction it

Source: Darryl Conner, Managing at the Speed of Change

Assessing Readiness for Change

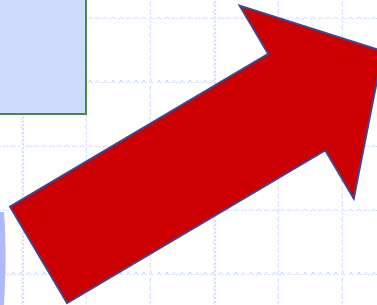
- Is there demand for change: external conditions demand an immediate response
- Is the organization/community in crisis?
- What is the current change load? Will another change overload people?
- Are leaders personally engaged in the change process? Are they prepared for the consequences?

Assessing Readiness for Change

- Are the key players - sponsors, agents, targets and advocates - prepared for their roles?
- Is the case for change compelling?
- How will changes mesh with current culture and values?
- Are there sufficient resources and adequate systems to sustain change?
- What are the opportunity costs?

Community Readiness: *From Concepts to Tools*

- ✓ Leadership
- ✓ Partnership
- ✓ Commitment
- ✓ Change



**RAISING THE ROOF
ON READINESS:**

**What Shape Is
Your Tent?**

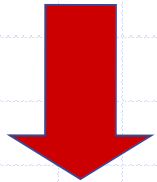
Community Readiness:

From Concepts to Tools

RAISING THE READINESS ROOF: What Shape Is Your Tent?

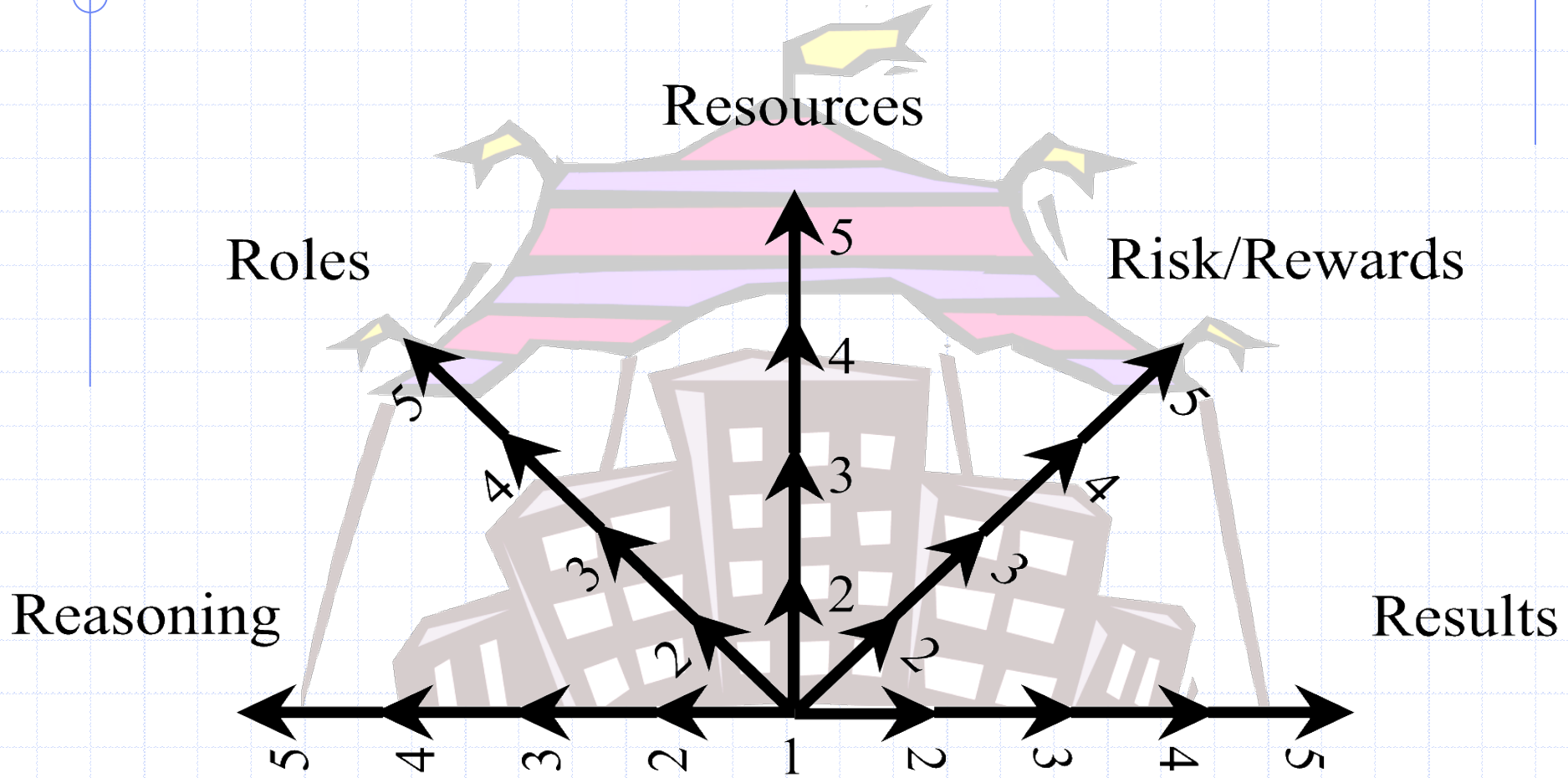
- ◆ Tool for engaging partners
- ◆ Tool for reaching consensus
- ◆ Tool for identifying joint assets
- ◆ Tool for revealing critical gaps
- ◆ Tool for developing strategy

RAISING THE READINESS ROOF: What Shape Is Your Tent?



- Review the 5 essential elements questions
- Assess together the current status of each
- Reach consensus on a "score" for each essential readiness element
- Plot each score on the "tent" by marking the number on each corresponding axis (tent pole)
- Connect the 5 points between the axes to form the roof, then shade in the tent.
- Identify the tent shape pattern most like yours: what does this tell you about readiness?

RAISING THE READINESS ROOF: What Shape Is Your Tent?



Community Readiness

"5 Tent Poles"

1. Reasoning: partners can communicate a clear, compelling case [for doing the Data Use Academy] based on its perceived value-add

- ◆ Results
- ◆ Roles
- ◆ Risks/Rewards
- ◆ Resources

Community Readiness

"5 Tent Poles"

1. Reasoning: partners can communicate clear, compelling case based on its value-add

2. Results: partners can articulate what measurable results are expected [from doing the Academy] and by when

◆ Roles

◆ Risks/Rewards

◆ Resources

Community Readiness

"5 Tent Poles"

1. Reasoning: partners can communicate clear, compelling case for based on its value-add
2. Results: partners can articulate what measurable results are expected and by when
3. Roles: partners are willing and able to champion [the DUA] over time in their various roles
 - ◆ Risks/Rewards
 - ◆ Resources

Roles in *Change*:

- ❑ *Sponsor* – sanctions, supports, and/or legitimizes change
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Community Readiness

"5 Tent Poles"

1. Reasoning: partners can communicate a clear, compelling case based on its value-add
2. Results: partners can articulate what measurable results are expected and by when
3. Roles: partners are willing and able to champion over time in their various roles
4. Risks/Rewards: sufficient strategic balance exists between benefits and consequences for stakeholders to support [Data Use Academy] participation

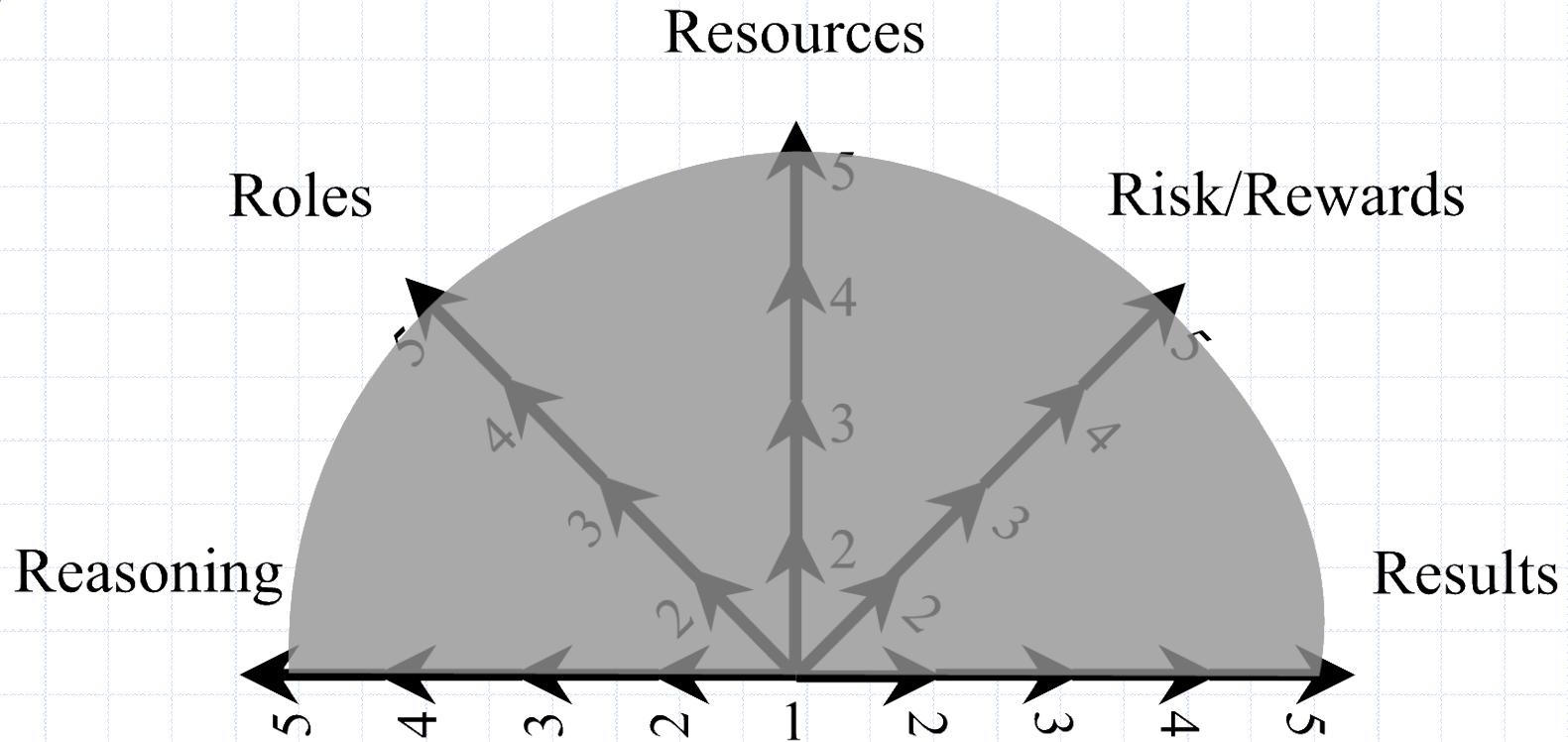
◆ Resources

Community Readiness

"5 Tent Poles"

1. Reasoning: partners can communicate clear, compelling case based on its value-add
2. Results: partners can articulate what measurable results are expected and by when
3. Roles: partners are willing and able to champion over time in their various roles in community
4. Risks/Rewards: sufficient strategic balance exists between benefits and consequences for essential stakeholders to support implementation
5. Resources: sufficient resources are available and committed to support full participation [in the Data Use Academy]

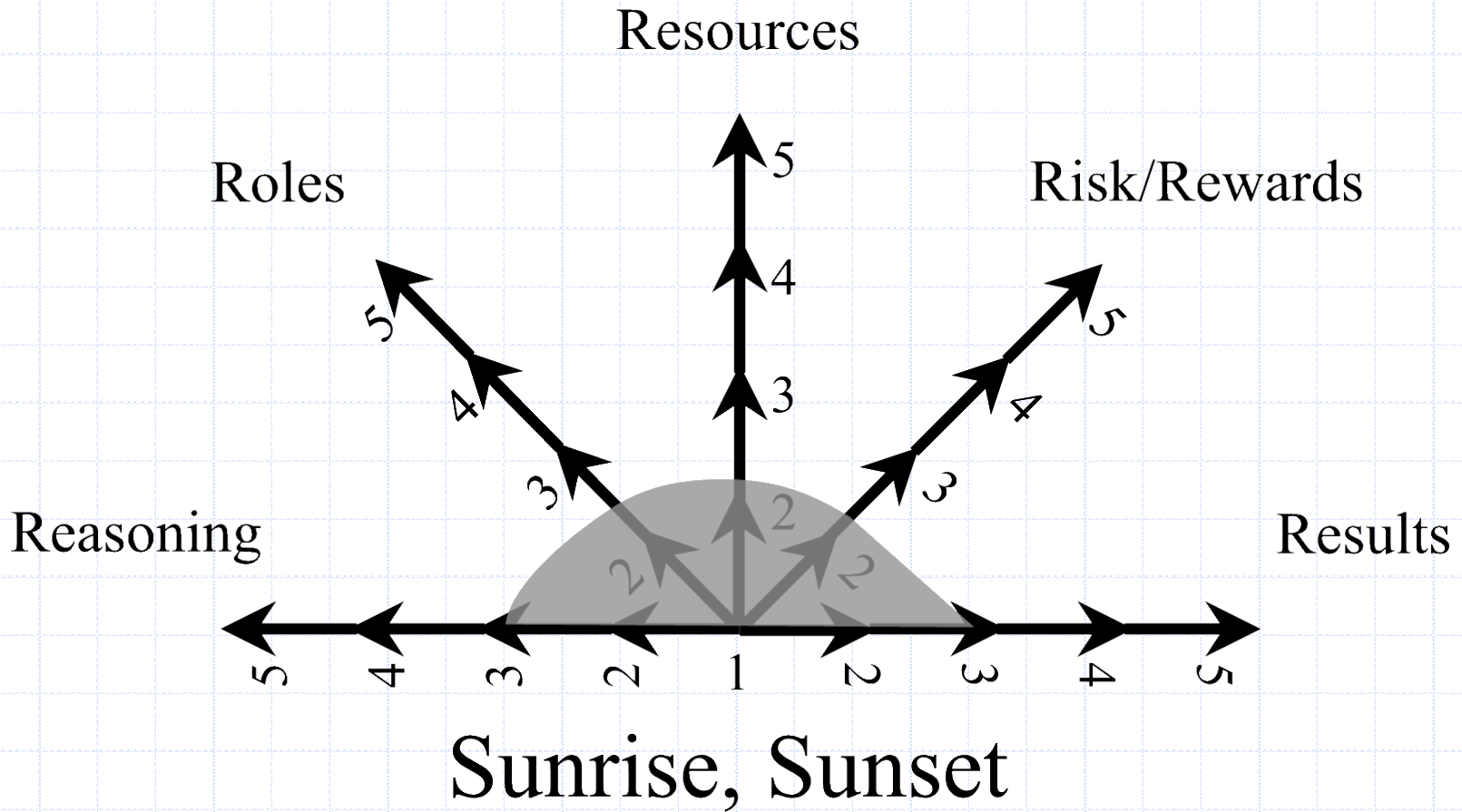
RAISING THE READINESS ROOF: What Shape Is Your Tent?



Palladian Power

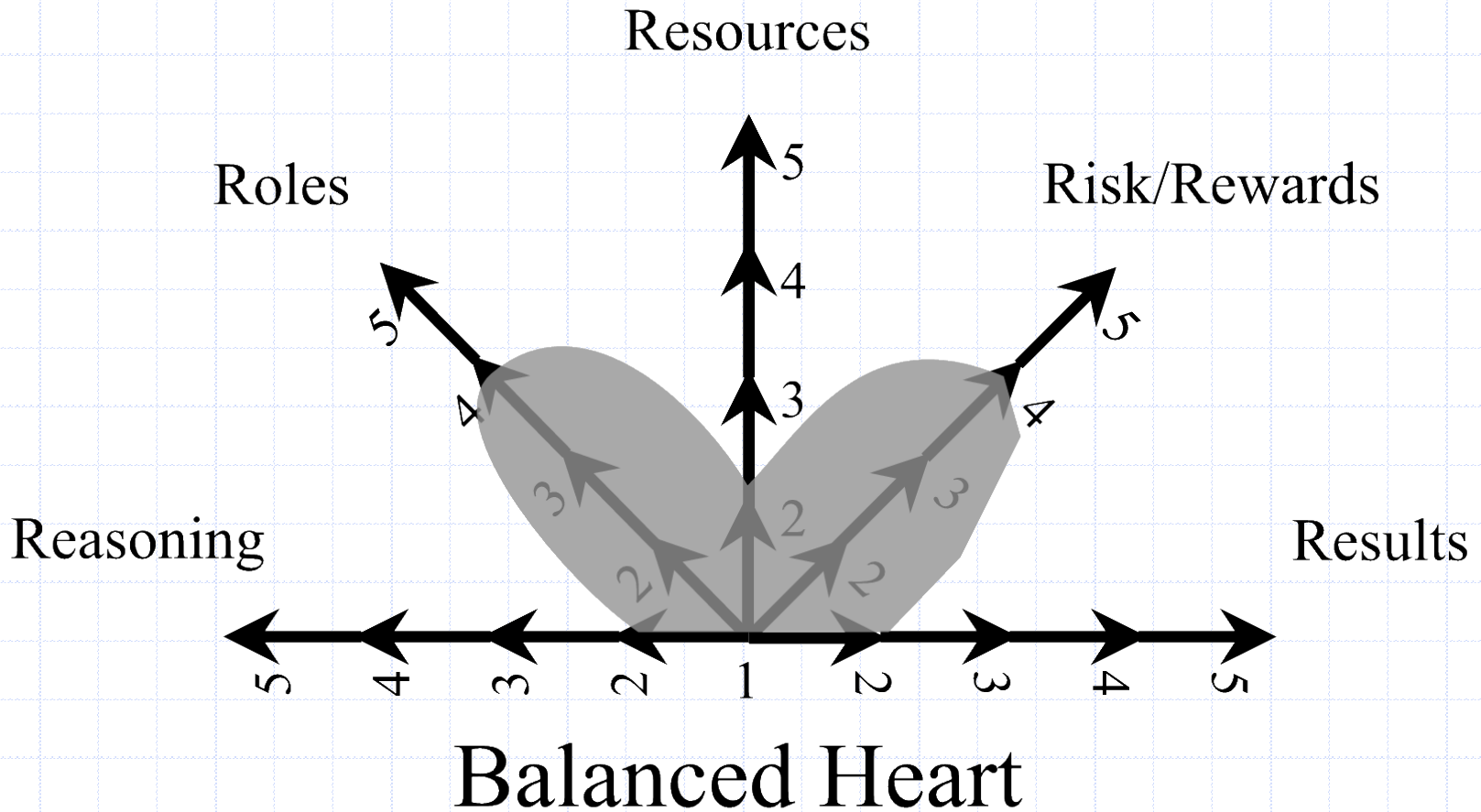
**With the 5 "R"s aligned,
room for many and room to grow**

RAISING THE READINESS ROOF: What Shape Is Your Tent?



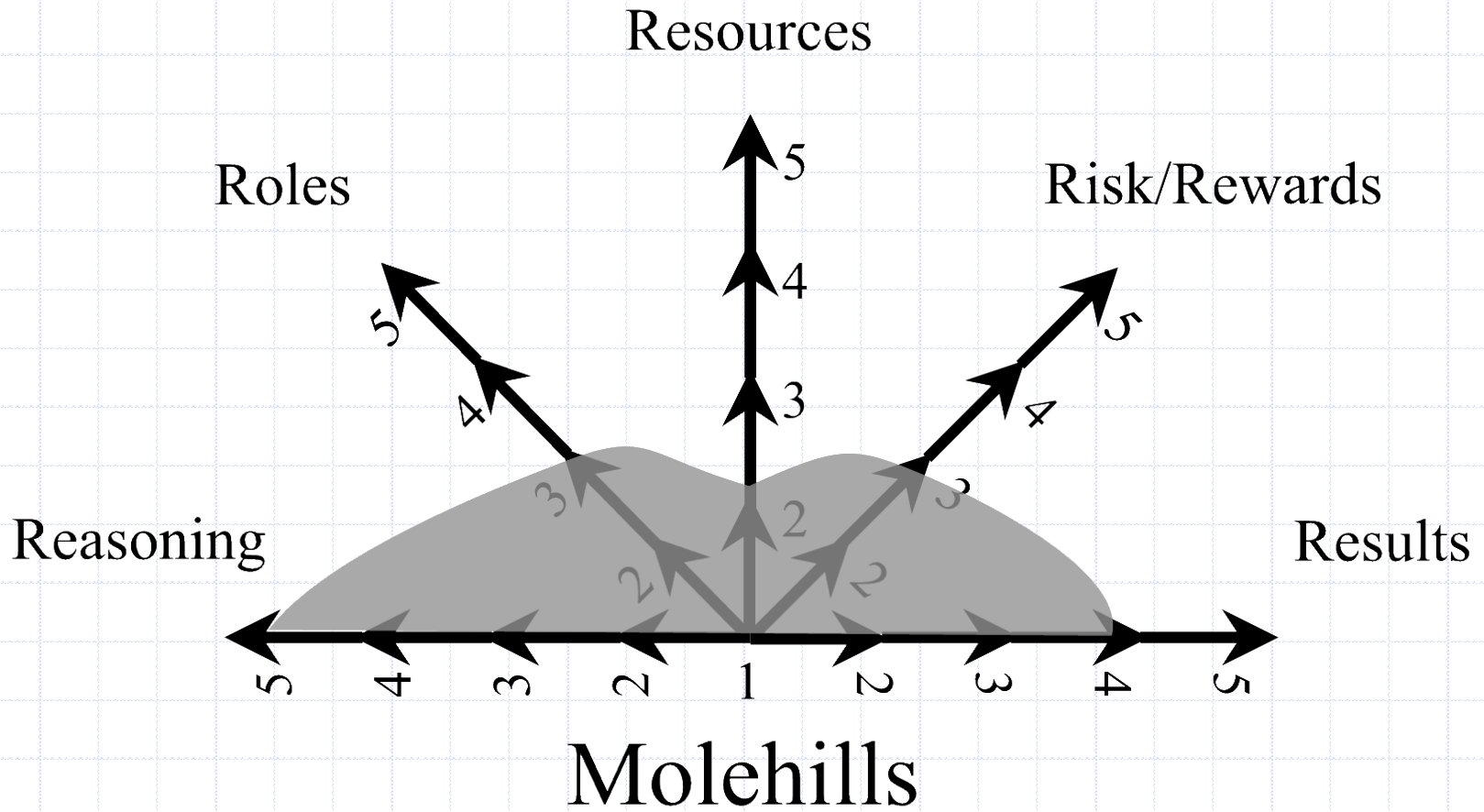
Limited input...limited impact

RAISING THE READINESS ROOF: What Shape Is Your Tent?



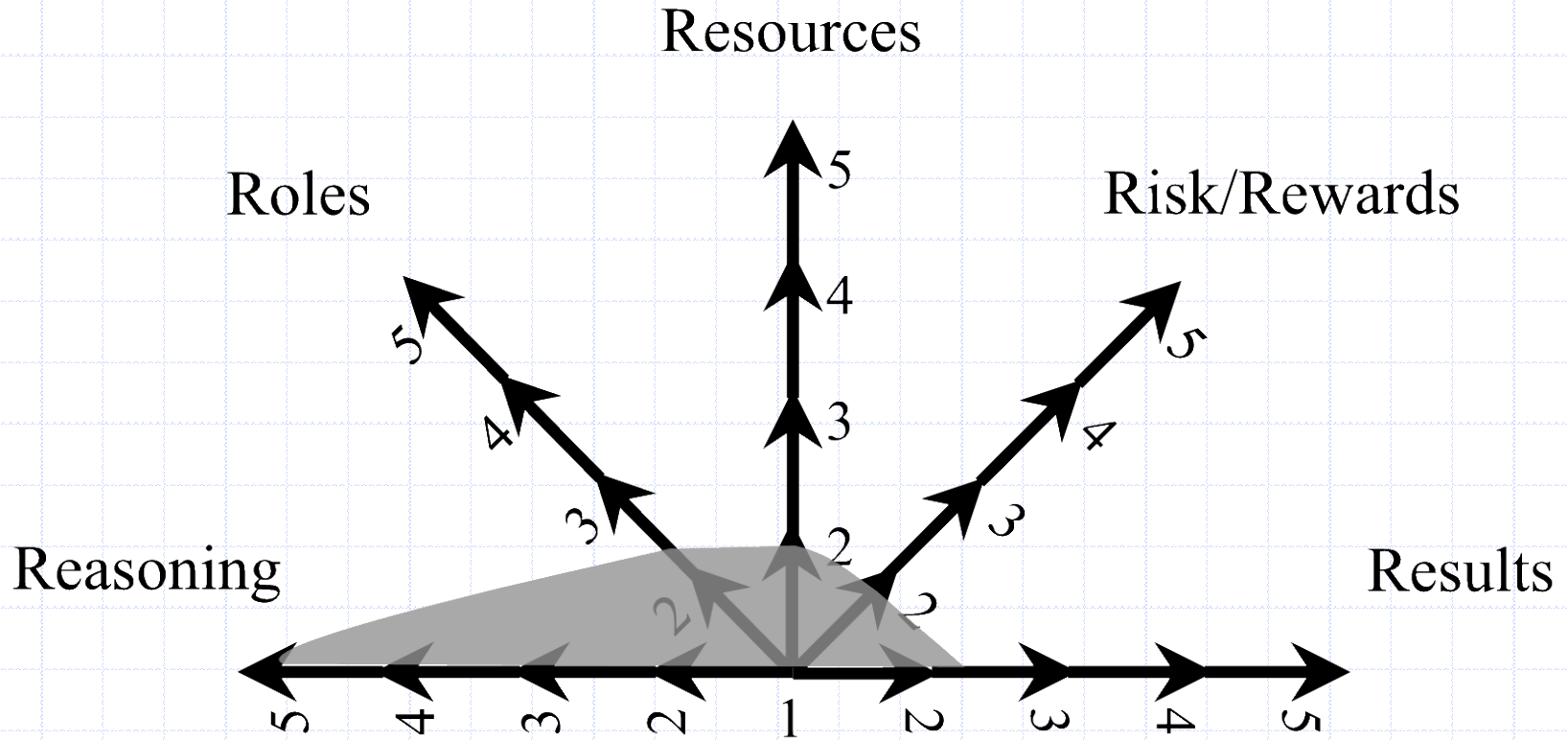
Many champions...inadequate resources with limited results

RAISING THE READINESS ROOF: What Shape Is Your Tent?



Strong vision but no fuel to launch

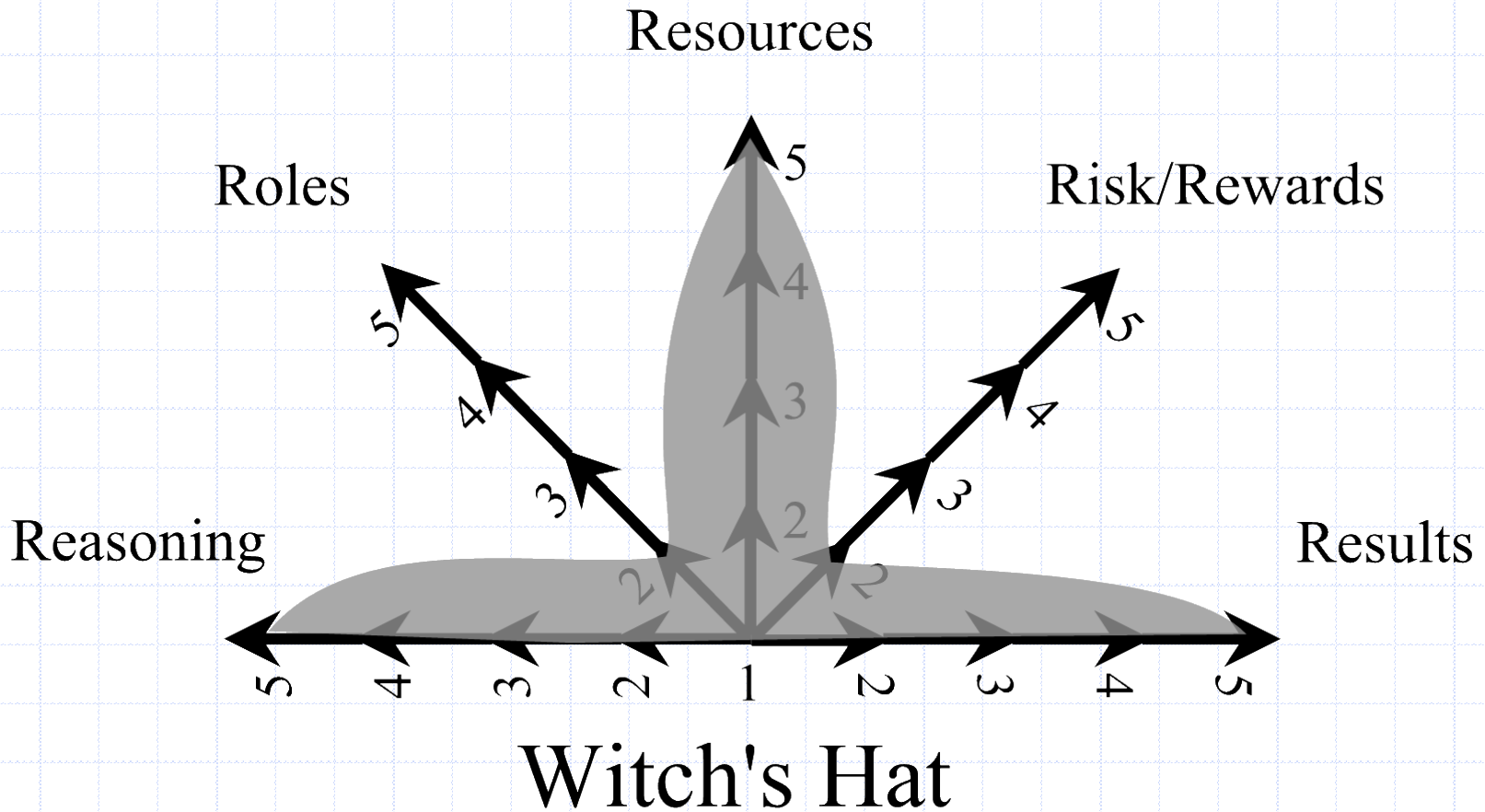
RAISING THE READINESS ROOF: What Shape Is Your Tent?



Bubble, Left

Many plans but unclear results

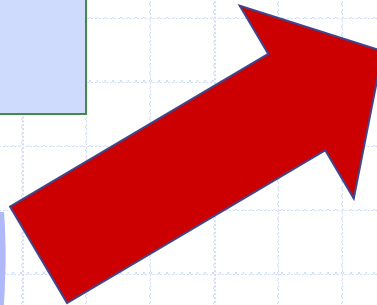
RAISING THE READINESS ROOF: What Shape Is Your Tent?



Great plan...but who does the work?

Community Readiness: *From Concepts to Tools*

- ✓ Leadership
- ✓ Partnership
- ✓ Commitment
- ✓ Change



RAISING THE ROOF
for the **Data Use Academy:**
What Shape Is
Your Tent?

RAISING THE READINESS ROOF: What Shape Is **Your** Tent?

- ◆ Tool for engaging partners
- ◆ Tool for reaching consensus
- ◆ Tool for identifying joint assets
- ◆ Tool for revealing critical gaps
- ◆ Tool for developing strategy

Use it to guide your Data Use Academy application!

RAISING THE ROOF for the Data Use Academy: What Shape Is *Your* Tent?

