



# Engaging Partners through Mutually Reinforcing Activities

Engaging Underrepresented Youth –  
Collective Impact Webinar Series  
Webinar #3

# Engaging Underrepresented Youth A Collective Impact Webinar Series

This webinar is sponsored by Employment and  
Social Development Canada – Learning Branch  
and Tamarack Institute

In the Tamarack **Learning Centre** we support our learners in the **five interconnected practices** that we believe lead to impactful **community change**.



CITIES REDUCING POVERTY | CITIES DEEPENING COMMUNITY  
**Vibrant Communities**

In **Vibrant Communities** we support **cities and local leaders** to implement large-scale change initiatives to **reduce poverty** and **deepen community**.

# Goals for the Webinar

1. Review the Collective Impact Framework
2. Learn more about Mutually Reinforcing Activities
3. Be introduced to tools that will help you map community resources to maximize mutually reinforcing activities

# Collective Impact Defined

A disciplined, **cross-sector** approach to solving **complex** social and environmental issues at **scale**.

FSG – Collective Impact Forum

# Pre-Conditions of Collective Impact

- Influential Champions
- Urgency of Issue
- Adequate Resources

# Collective Impact

## Common Agenda

All participants have a **shared vision for change** including a common understanding of the problem and a joint approach to solving it through agreed upon actions

**Diverse Voices \* Responsive \* Community Aspiration**

## Shared Measurement

**Collecting data and measuring results consistently** across all participants ensures efforts remain aligned and participants hold each other accountable

**Exploring \* Alignment \* Tracking Progress \* Results**

## Mutually Reinforcing Activities

Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action

**Weaving \* System \* Supportive \* Centered**

## Continuous Communication

**Consistent and open communication** is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation

**Trust \* Transparency \* Ongoing \* Engagement**

## Backbone Support

Creating and managing collective impact requires a dedicated staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies**

**Facilitate \* Convener \* Coordinate \* Movement**

Source: FSG

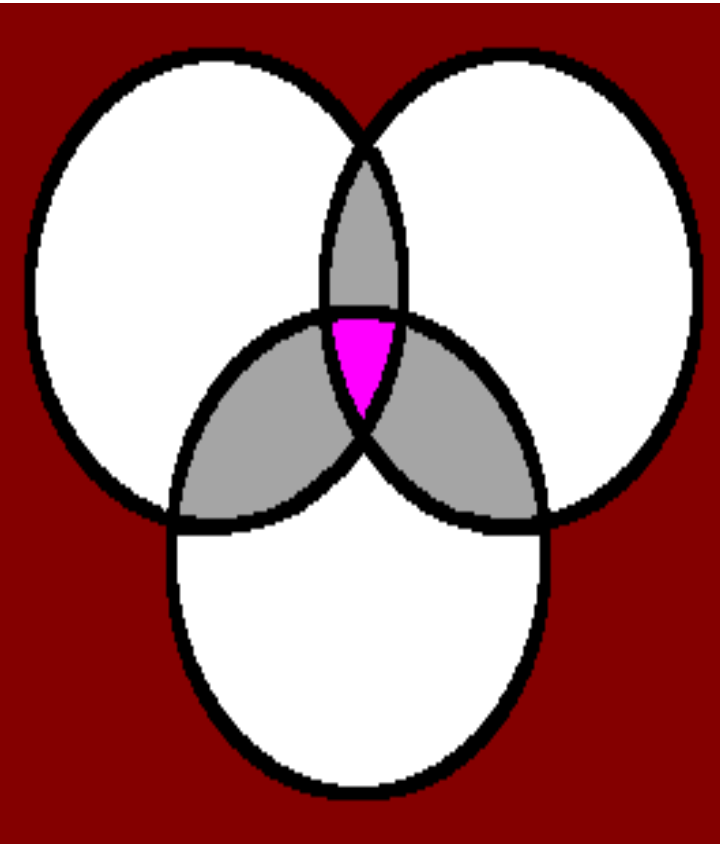


The background of the slide is a collage of festive decorations. The top half shows several strings of colorful pom-poms in shades of red, blue, white, black, and yellow, hanging against a light-colored wall. The bottom half features a colorful patchwork banner with various colored squares (red, green, purple, white, yellow) and a small pom-pom on the left. A dark blue semi-transparent rectangle is overlaid on the left side, containing the title text.

# Mutually Reinforcing Activities



# Mutually Reinforcing Activities



- Aligning existing effort & resources to achieve our common agenda
- Agreement on key outcomes
- Focus on orchestration and specialization
- Complementary – sometimes “joined up” - strategies to achieve outcomes

# Mutually Reinforcing Activities

- This is the work that's often described as **“herding cats”**
- Power comes not from the number engaged or uniformity of effort but from **coordinating differentiated activities toward achieving the outcomes identified in the common agenda**
- Many practitioners say that this is the **real work** of Collective Impact

# Mutually Reinforcing Activities

- Effectively managing mutually reinforcing activities is where **“the rubber hits the road”**
- Leadership and activities are aligned through **influence** rather than **authority**
- Benefits include **efficiencies, enhanced results**
- **Significant accomplishments** can also be achieved with **minimal funding**

# The Strategy for Mutually Reinforcing Activities



- State your **common agenda** and **shared objectives**
- **Identify** mutually-reinforcing activities
- Fit activities within a **larger strategy**
- Confirm **shared measures** and **targets** to achieve intended impact.
- Think beyond programs to ***systems***

# Strategies to get to Systems Change



- **Policy** – Advocating for policy change at local or provincial levels to improve the systems
- **Enhancing Services** : Bringing in previously unnoticed practice, movement or resources to enhance existing local services
- **Learning Through Prototyping** – Start small with willing partners, learn from the experience and then expand
- **Increasing Coordination** – Re-aligning existing programs and stakeholders to maximize system efficacy



# Selecting Mutually Reinforcing Activities



Possible mutually reinforcing activities as levers for change to consider:

- Policy
- Practice
- Funding and resources
- Community awareness and voice
- Access to, and use of data



# Example of a Framework for Mutually Reinforcing Activities





The background of the slide is a vibrant, colorful collage. The top half features several strings of colorful pom-poms in various colors like red, blue, white, black, and purple, hanging from thin wooden sticks. The bottom half shows a close-up of a patchwork quilt with various colored squares in shades of teal, purple, red, and yellow. A dark blue semi-transparent rectangle is overlaid on the left side of the image, containing the title text.

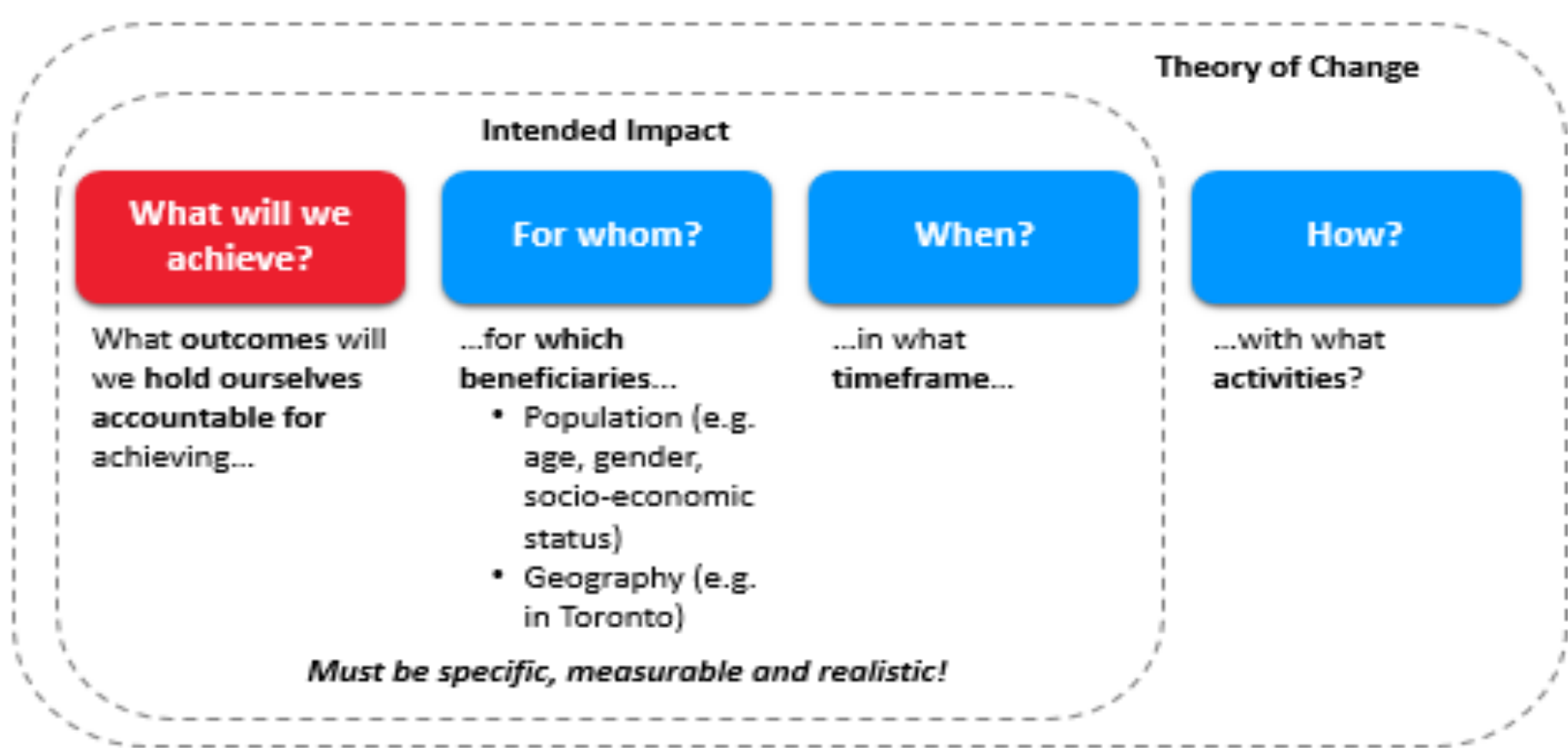
# **Tools for Engaging Partners through Mutually Reinforcing Activities**

# Mapping Our Connections



- Identify the **projects or activities** that you and/or your organization are now doing to **support our Collective Impact effort**. (one per post-it note)
- Add your **name & email** to the post-it
- Post on the wall under one of the **priority areas for action**:
  - Engaging and involving Underrepresented Youth
  - Achieving High School Graduation
  - Navigating from High School to Post Secondary Education
  - Navigating from High School to Apprenticeship Training
  - Navigating from High School to employment
  - Mentoring
  - Other?

# Developing a Theory of Change





For More Collective Impact Resources  
visit: [www.tamarackcommunity.ca](http://www.tamarackcommunity.ca)



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