

# JUST CHANGE

## How to Collaborate for Lasting Impact

**A Tamarack Webinar with  
Tynesia Boyea-Robinson & Lisa Attygalle**



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# JUST CHANGE

## How to Collaborate for Lasting Impact

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Tynesia Boyea-Robinson & Lisa Attygalle**



# Your Webinar Speakers

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Tynesia Boyea-Robinson  
Chief Impact Officer  
Living Cities



Lisa Attygalle  
Director of Engagement  
Tamarack Institute



**LIVING CITIES**

INNOVATE ▶ INVEST ▶ LEAD

# Just Change: How to Collaborate for Lasting Impact

Tynesia Boyea-Robinson  
Chief Impact Officer  
Living Cities

# Why Just Change?

Jul 22, 2014 / Nadia Owusu

## 5 Strategic Communications Strategies That Can Help Us Open-Source Social Change

5 key takeaways that can help organizations get closer to open-sourcing social change through better communication and evaluation practices: find and create opportunities to share key lessons, build a collaborative network, ask yourself if what you're sharing is really valuable, speak in plain language, and ask questions.

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Living Cities has been in the midst of a three year experiment with open sourcing social change. Specifically, we asked ourselves what would happen if we reimagined



**Nadia Owusu**

Assistant Director, Strategic Communications & Storytelling,  
Living Cities

Share this Blog Post



# Why Just Change?



**RELIANCE**  
METHODS



**Bank of America**



THE CARLYLE GROUP

**yearup**  
NATIONAL  
CAPITAL REGION


**Marriott**



**Trammell Crow Company**

**Walmart**

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# Why Just Change?



*“I believe our country’s intractable problems are solvable because I meet leaders every day who are solving them. Just Change will help you learn from these leaders so you can have lasting impact in your community.”*

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# Just Change: How To Collaborate for Lasting Impact

- **Change How You Think About Change**
- **Change How You Create Change**
- **Change How Your Organization Works**
- **Change How You Collaborate**
- **Change How Your Collaborative Does Its Work**
- **Change How You Resource Your Collaboration**



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# Change How You Think About Change

- Understand problem - *then* apply tools
- Work in systems to create change
- Use data to drive change




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# Change How You Think About Change



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# Change How You Create Change

- Focus on bright spots
- Create cross-sector partnerships
- Define success in terms of people, not neighborhoods
- Share ownership with the community to create equity




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# Change How You Create Change



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# Change How Your Organization Works

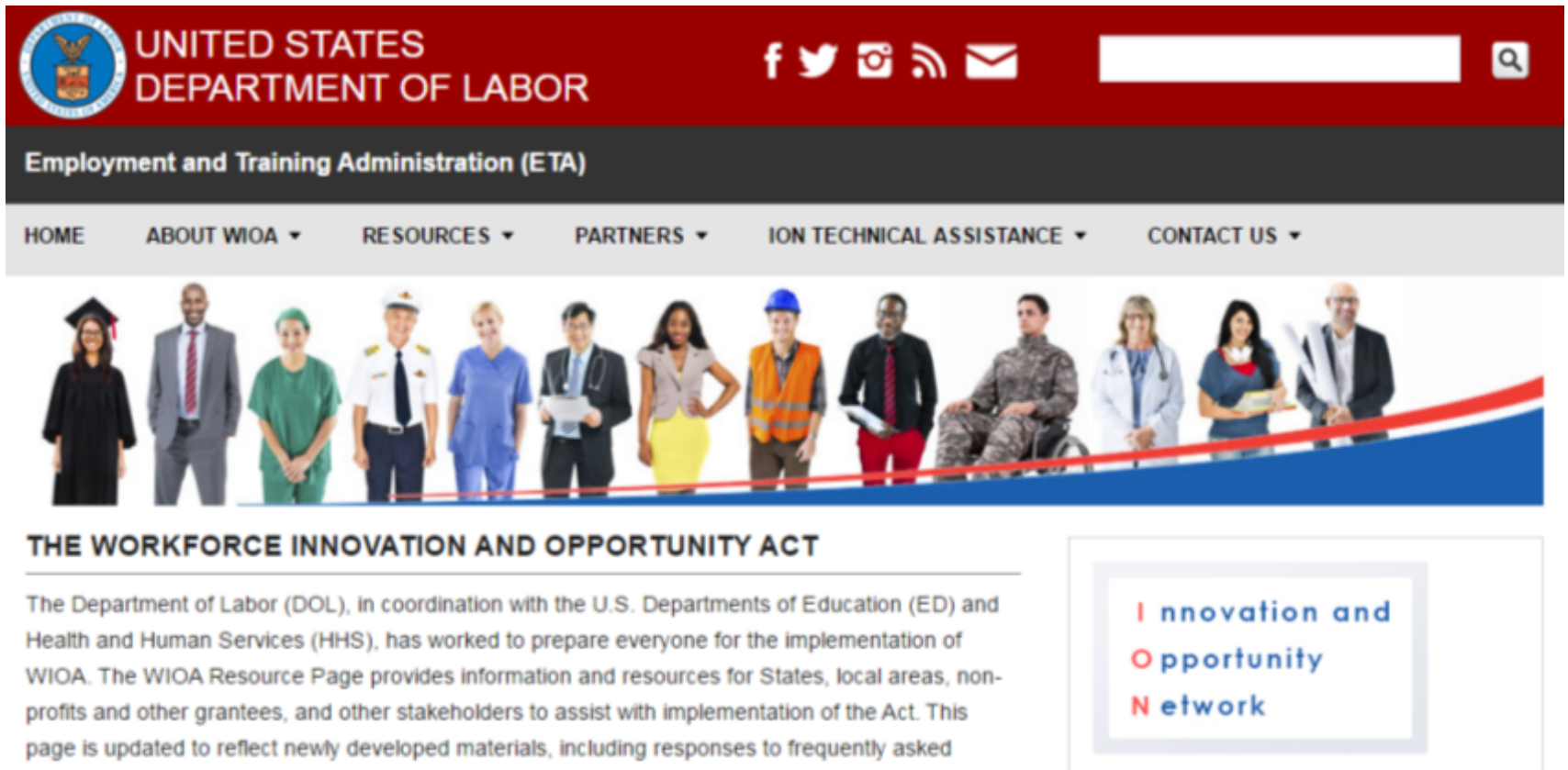
- Tap into intrinsic motivation
- Create critical friendships
- Create a feedback culture using data



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# Change How Your Organization Works



The screenshot shows the top portion of the United States Department of Labor website. At the top left is the DOL seal and the text "UNITED STATES DEPARTMENT OF LABOR". To the right are social media icons for Facebook, Twitter, Instagram, RSS, and Email, followed by a search bar. Below this is a dark grey bar with "Employment and Training Administration (ETA)". A light grey navigation bar contains links for HOME, ABOUT WIOA, RESOURCES, PARTNERS, WIOA TECHNICAL ASSISTANCE, and CONTACT US. Below the navigation is a banner image featuring a diverse group of professionals in various fields: a graduate, a businessman, a nurse, a pilot, a doctor, a woman in a yellow dress, a construction worker, a man in a suit, a soldier in a wheelchair, a doctor, a woman with a clipboard, and a man with a briefcase. A red and blue diagonal line runs across the bottom of the banner. Below the banner is the heading "THE WORKFORCE INNOVATION AND OPPORTUNITY ACT" and a paragraph of text. To the right of the text is a box containing the text "Innovation and Opportunity Network".

**UNITED STATES DEPARTMENT OF LABOR**

Employment and Training Administration (ETA)

HOME ABOUT WIOA RESOURCES PARTNERS WIOA TECHNICAL ASSISTANCE CONTACT US


**THE WORKFORCE INNOVATION AND OPPORTUNITY ACT**

The Department of Labor (DOL), in coordination with the U.S. Departments of Education (ED) and Health and Human Services (HHS), has worked to prepare everyone for the implementation of WIOA. The WIOA Resource Page provides information and resources for States, local areas, non-profits and other grantees, and other stakeholders to assist with implementation of the Act. This page is updated to reflect newly developed materials, including responses to frequently asked

Innovation and Opportunity Network



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# Change How You Collaborate

- Define a shared result
- Think intentionally about your partners
- Put your results at the center
- Speak a common language around the table

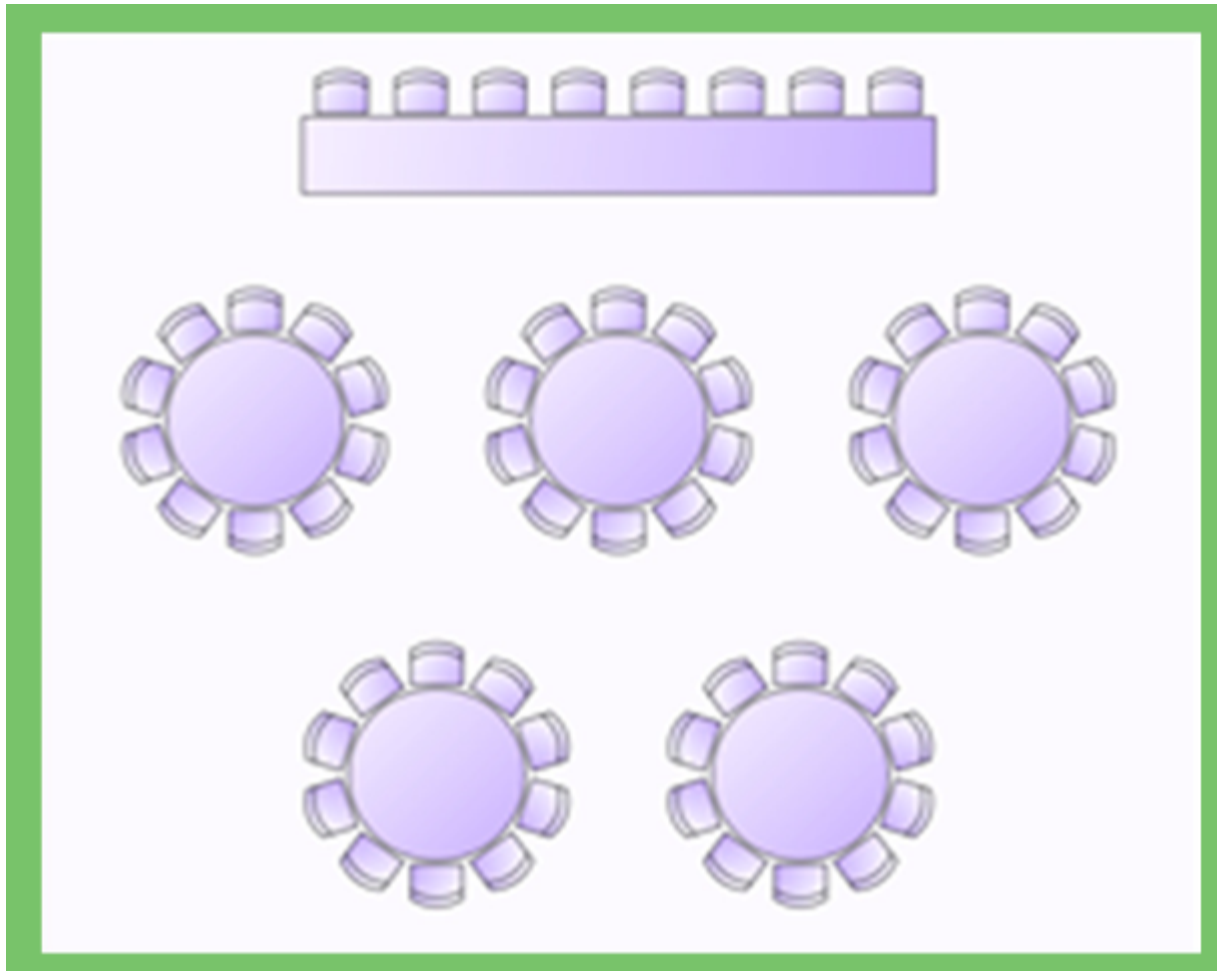


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# Change How You Collaborate



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# Change How Your Collaborative Does Its Work

- Collectively define and analyze a problem
- Use continuous improvement with data
- Open-source social change



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# Change How Your Collaborative Does Its Work

## National Equity Atlas



About the Atlas Data Summaries Indicators Reports Data in Action

Search

Welcome to the National Equity Atlas, a comprehensive data resource to track, measure, and make the case for inclusive growth.

Register: [Addressing Employment Inequality: Lessons from New Orleans and Minneapolis](#) >

Join us March 23 at 12 pm PST for a 45 min webinar on our recent research brief, "Race, Place, and Jobs: Reducing Employment Inequality in America's Metros."



By 2044, the majority of Americans will be people of color. Rising diversity is a tremendous asset—if all can access the resources and opportunities they need to thrive.

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# Change How You Resource Your Collaboration

- Align funding streams from multiple funders
- Seek out diverse investors
- Leverage impact investments
- Pay for success



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# Change How You Resource Your Collaboration



## SHARED ROOTS

for the values driven entrepreneur

- About
- Values
- Business Approach
- Testimonials
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### Want Your Business Money? Start Valuing

Jun 21 2013



The desire to fulfilling act classified it actualization Aristotle call flourishing: with virtue.

concepts: *good work*—in which one while at the same time contributing [one]self— and *growth toward co flourish* as their achievements grow

I approach my business as **NOT JUST** a business, but a means to a better world.

A world where the pursuit of one's purpose leads to

**WEALTH AND COMMUNITY INVESTMENT**

where our individual aspirations trigger

**COLLECTIVE SUCCESS.**

A world where we

**LIVE LEARN AND GROW.**


### VALUES SNOWBALL™

LIVE. LEARN. GROW.™

This is Ty Boyea's vision for all facets of life. Her Values Snowball™ deconstructs those tenets into actions that start with the individual, but spread to the collective. The impact of these actions "snowball" -- or rapidly build -- to transform and strengthen communities.



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# Just Change: How To Collaborate for Lasting Impact

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# Change How You Collaborate

- Define a shared result
- Think intentionally about your partners
- Put your results at the center
- Speak a common language around the table



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# Elements of the Feedback Loop

The process decision makers use to evaluate progress toward their Shared Result with data and learn what's working, what's not working, and most importantly: **why**

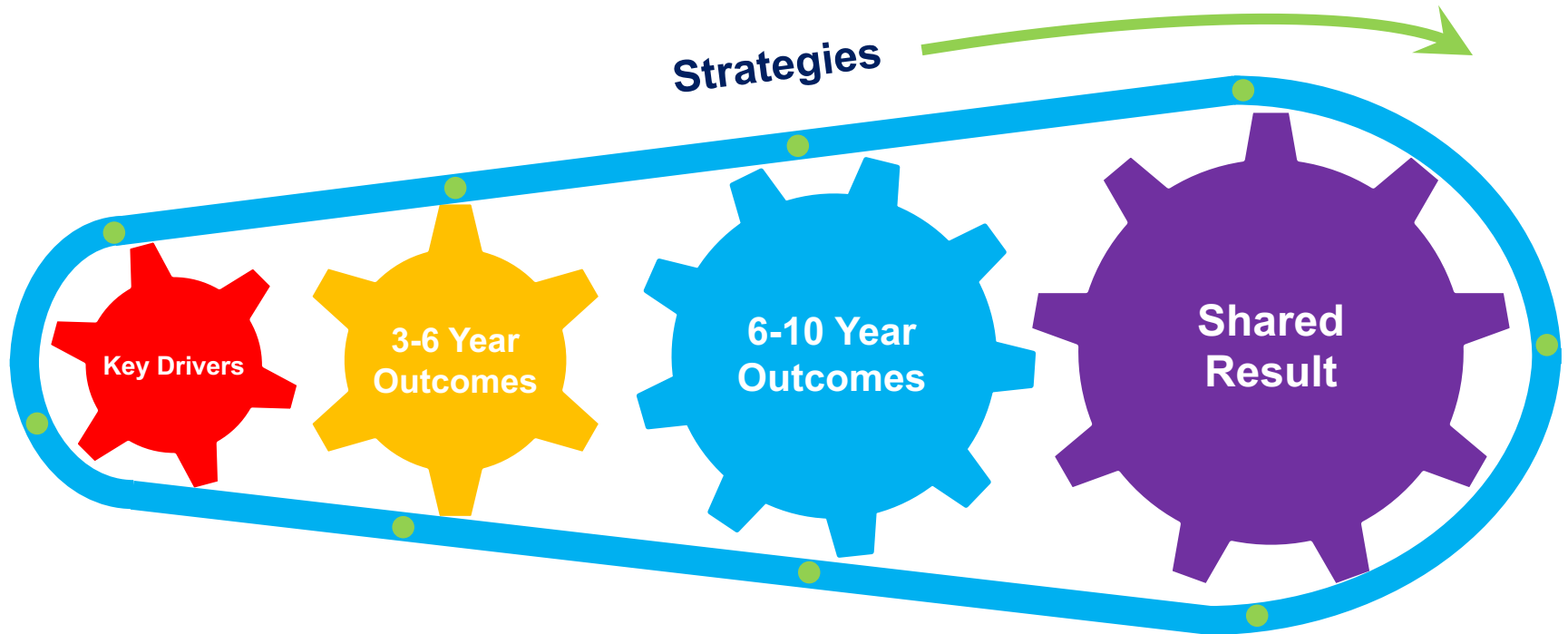
The Driver/s data is available most frequently. They give you info/feedback fast enough to course correct.

The outcomes allows you to gauge how you are performing in relation to the Shared Result. The data you collect should be specific to the strategy you believe will have the biggest impact on the shared result. The information will be at a slower frequency than the key drivers, but will still allow you to course correct.

The Shared Result shows whether you are achieving needle-moving Enduring Change. It may move the slowest but it is hard to deny the scale of impact when it moves.



# Feedback Loop in Action



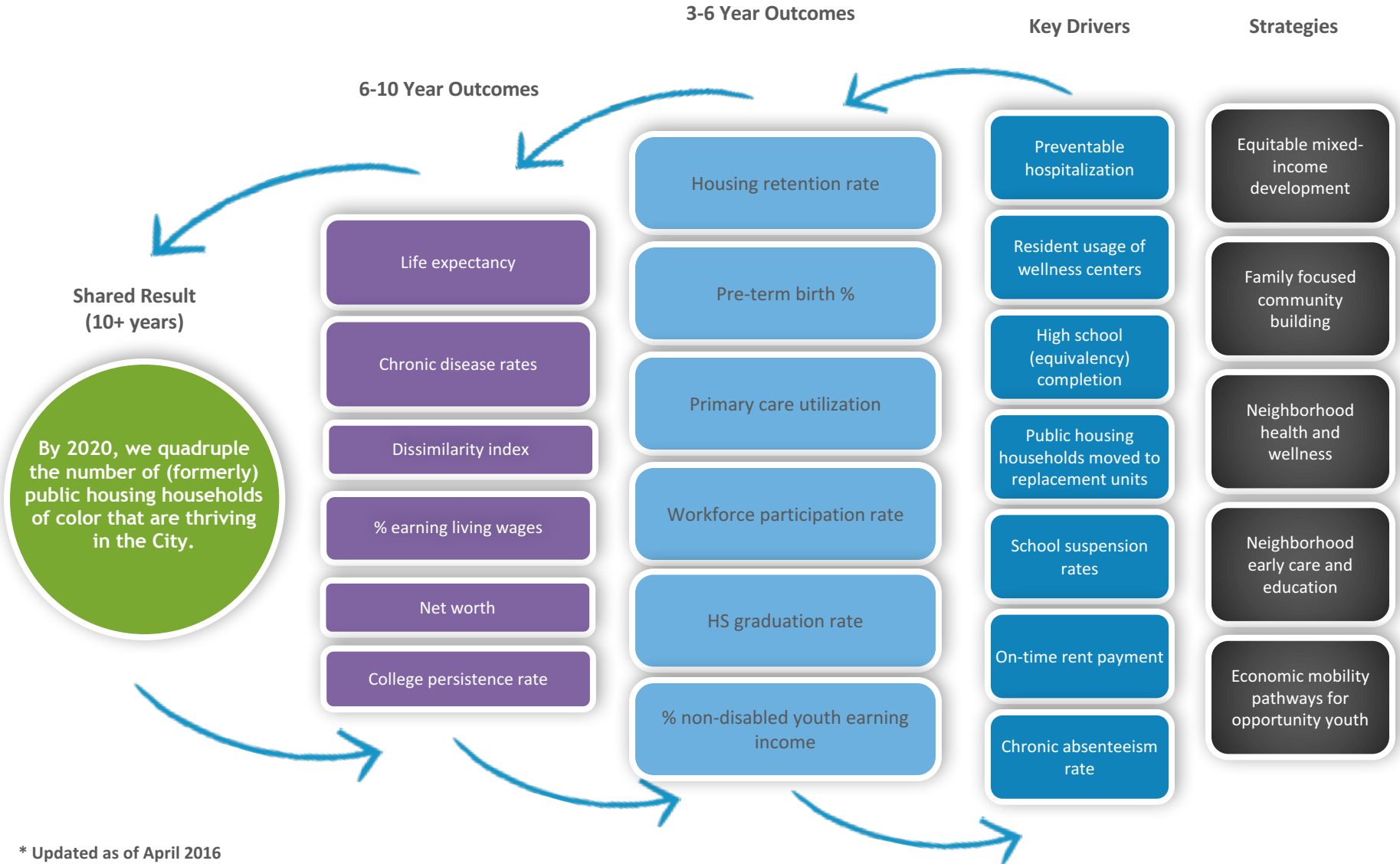
**Your strategy should align your efforts with the shared result you seek to achieve**

Transforming targeted neighborhoods is **necessary but not sufficient** if our goal is to **transform the economic well-being of the people who live there.**



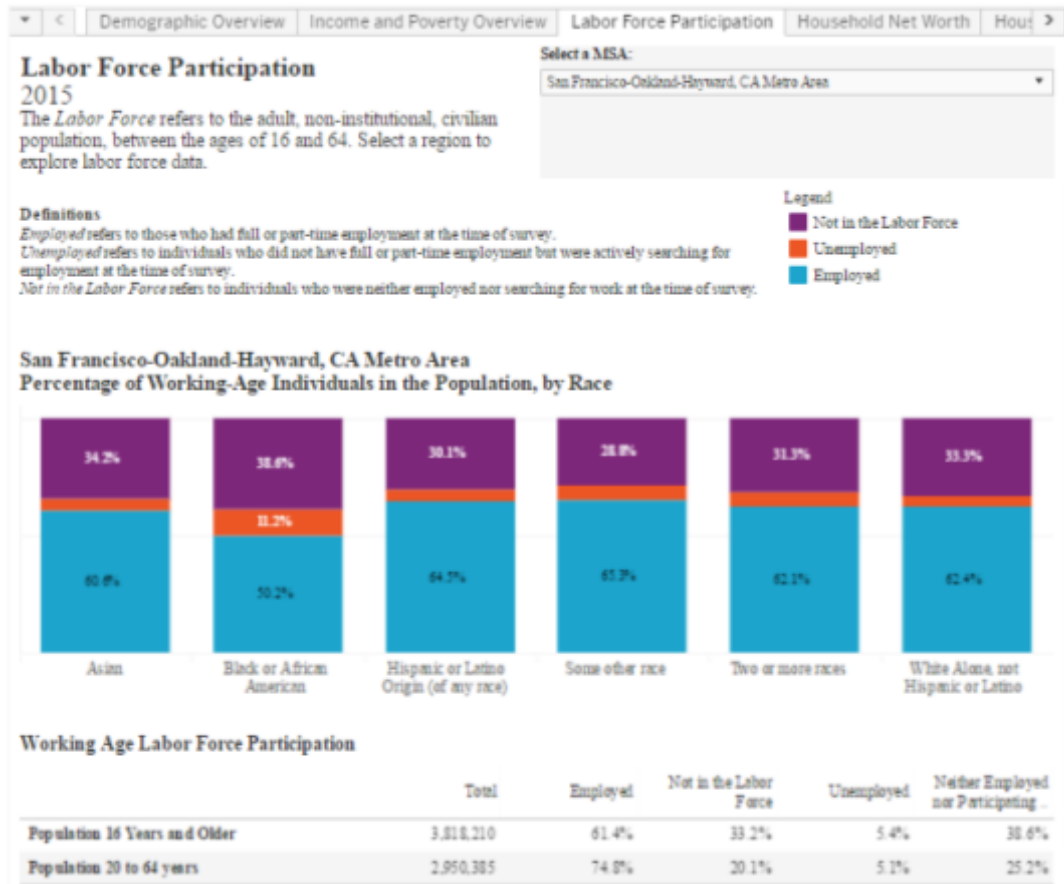
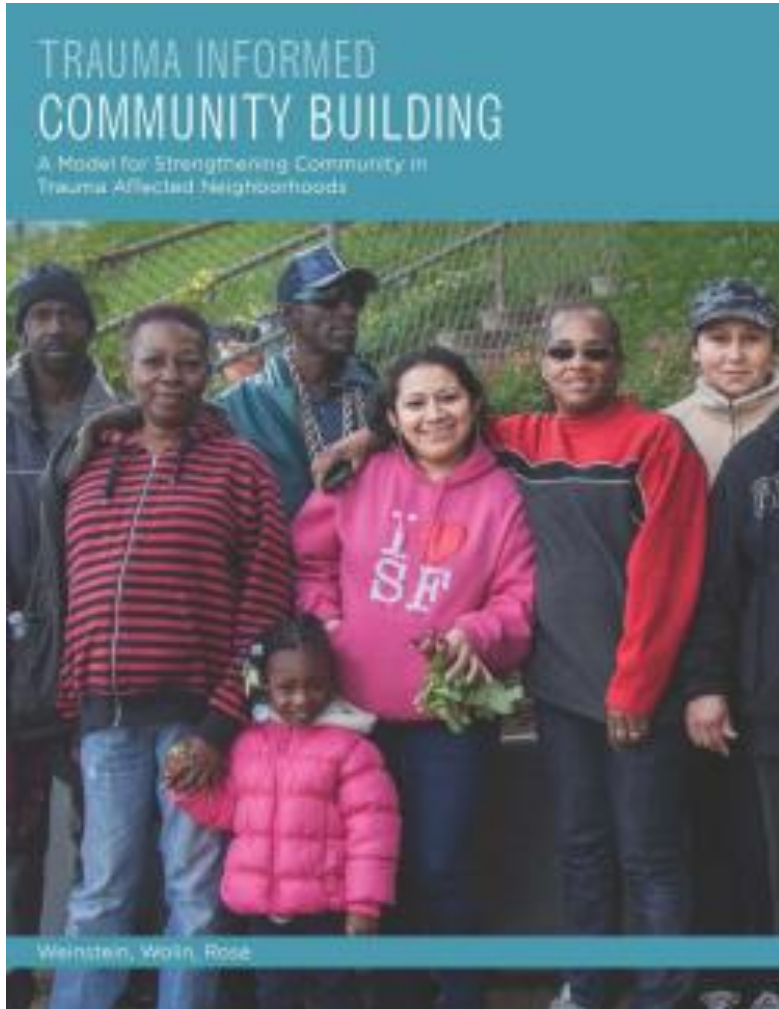
The unemployment rate in the city of San Francisco was **3%** in May 2016. However, in the four neighborhoods that are part of the HOPE SF initiative, the unemployment rate is **70%**.

# SAN FRANCISCO\*



\* Updated as of April 2016

# Outcomes and Strategies



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## Learn more and get the book!

- <https://www.livingcities.org/work/just-change-how-to-collaborate-for-lasting-impact/about>
- <http://tools.change4impact.org>
- Copies available on Amazon



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# Questions?

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# Stay Engaged | Upcoming Events

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**Collective Impact 3.0**  
[http://events.tamarackcommunity.ca/ci\\_3.0](http://events.tamarackcommunity.ca/ci_3.0)



**Neighbourhoods ♥ The Heart of Community:  
Mobilizing for Impact**  
<http://events.tamarackcommunity.ca/neighbourhoods>



# Stay Engaged | Subscribe

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# Thank You!


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[tamarack@tamarackcommunity.ca](mailto:tamarack@tamarackcommunity.ca)

# APPENDIX




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“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”  
- Jack Welch




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**what**  
we do

**why**  
we do it

**who**  
we are

**get**  
involved

**find**  
resources


## entrepreneurial mindset



- > **Entrepreneurial Mindset**
- > October 2015 Summit
- > Measuring the Mindset
- > About Our Research Staff
- > 2014 NYU Study



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