



The Rhythm of Community Change: The Eco-Cycle Tool

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WHO IS IN THE ROOM?



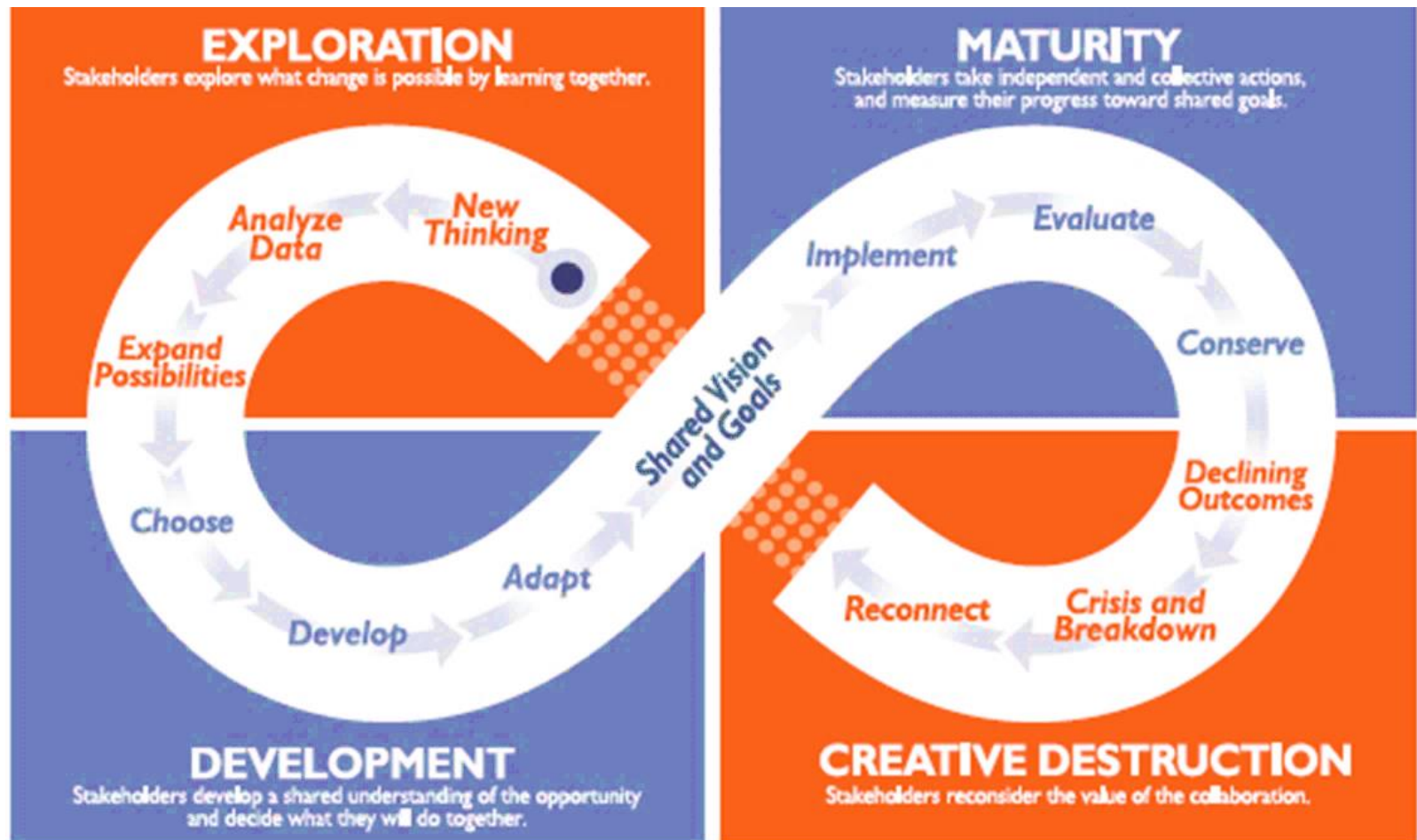
Who's in the Room?

WHAT ARE YOUR QUESTIONS?

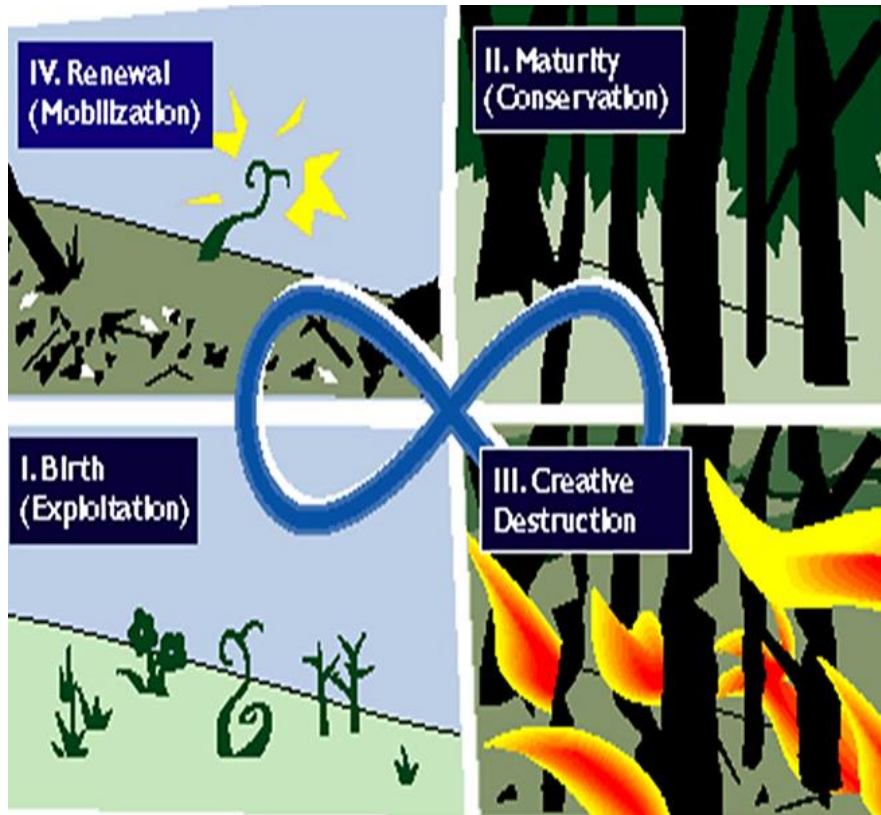


**What questions
am I bringing?**

THE RHYTHM OF COMMUNITY CHANGE: THE ECO-CYCLE TOOL



COMPLEX COMMUNITY WORK UNFOLDS IN PHASES



Source: www.plexusinsitute.com

Tamarack's Lessons

- Plan for 3-5 year campaigns
- Different phases require different leadership
- Learning and reflection needs to be built into every phase
- Watch out for traps
- Renewal is critical

5 PHASES OF COLLECTIVE IMPACT

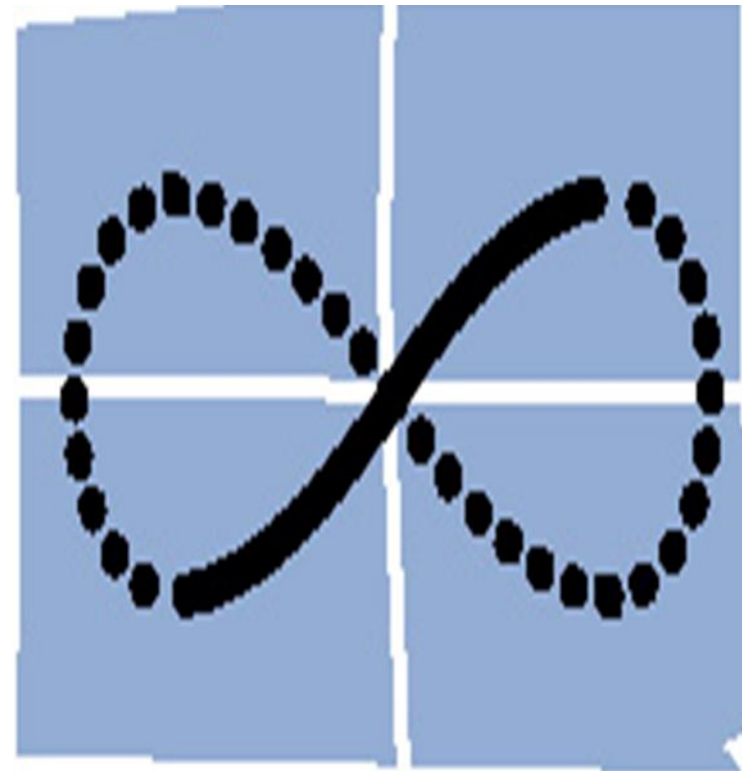
<i>Components for Success</i>	<i>Phase I Assess Readiness</i>	<i>Phase II Initiate Action</i>	<i>Phase III Organize for Impact</i>	<i>Phase IV Begin Implementation</i>	<i>Phase V Sustain Action and Impact</i>
<i>Governance and infrastructure</i>	Convene community leaders	Identify champions and form cross-sector Steering Committee "SC" to guide the effort	Determine initial workgroups and plan backbone organization	Launch work groups "WGs" and select backbone organization	Building out the backbone organization; evolve WGs to meet emergent strategy
<i>Strategic planning</i>	Hold dialogue about issue, community context, and available resources	Map the landscape and use data to make case	Create common agenda, clear problem definition, population level goal	Develop Blueprint for Implementation; identify quick wins	Refine strategies; mobilize for quick wins
<i>Community engagement</i>	Determine community readiness; Create a community engagement plan	Begin outreach to community leaders	Incorporate community voice - gain community perspective and input around issue	Engage community more broadly and build public will	Continue engagement and conduct advocacy
<i>Evaluation and improvement</i>	Determine if there is consensus/urgency to move forward	Analyze baseline data to ID key issues and gaps	Develop high level shared metrics and/or strategies at SC level	Establish shared measures (indicators and approach) at SC and WG levels	Collect, track, and report progress (process to learn and improve)

THE ECO-CYCLE LENS

The Performance Loop

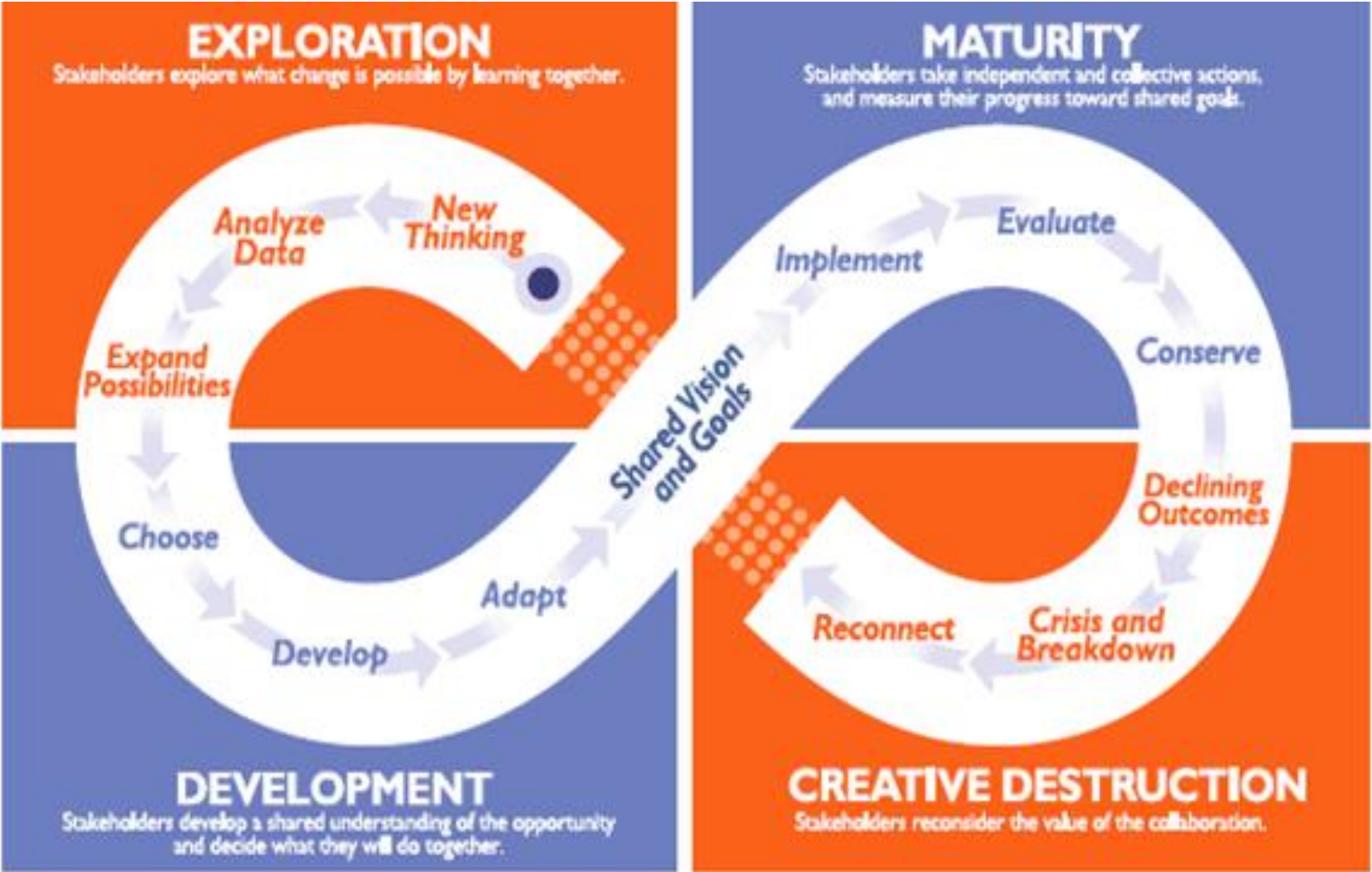


The Renewal Loop



Source: <http://www.plexusinstitute.org>

NAVIGATING THE PHASES OF THE ECO-CYCLE

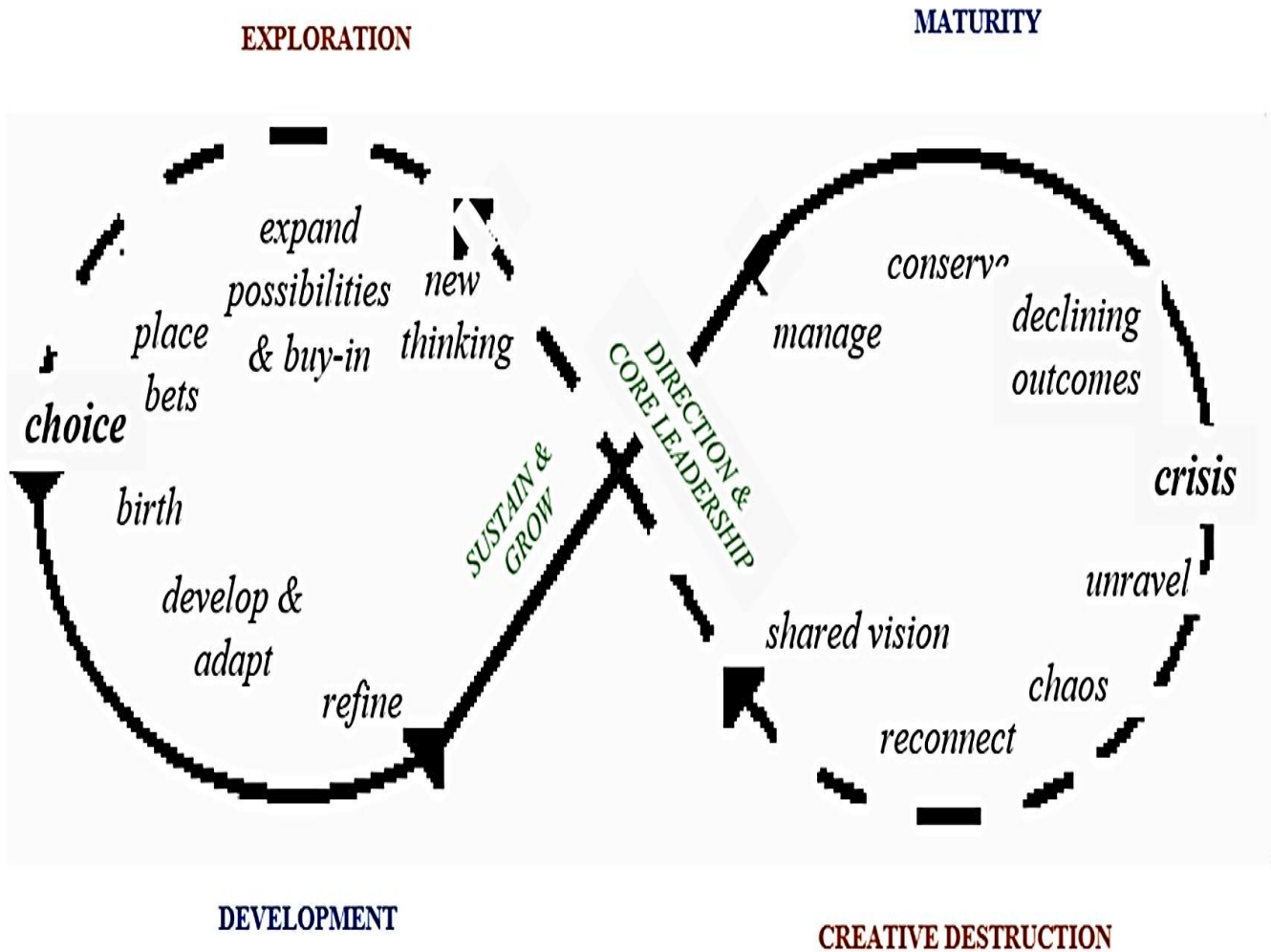


EXERCISE: MAPPING WITH THE ECO-CYCLE



Map the Following:

- M** = Me
- O** = Organization
- C** = Collaborative



THE ECO-CYCLE'S TRANSITIONAL TRAPS

Traps	Description	Challenges
SCARCITY	<ul style="list-style-type: none"> • Too few resources to explore new ideas so few or none take root. • Struggle to “birth” outcomes and support from broader community. 	<ul style="list-style-type: none"> • The ideas are not compelling. • Underdeveloped decision-making process & criteria. • Members disagree on what to pursue. • Members have insufficient credibility. • Energy spread too thin across many directions.
CHARISMA	<ul style="list-style-type: none"> • Unable to sustain or grow the work without original founder, host or primary funder. • “Parasitic” on the host(s) that gave it birth. 	<ul style="list-style-type: none"> • Over reliance on key – often founding – members • Dependence on start-up pool of resources. • Approach works well only at a certain scale or in unique context.
RIGIDITY	<ul style="list-style-type: none"> • People are unable or unwilling to change or end an approach that no longer fits its context • Resistance to new ideas 	<ul style="list-style-type: none"> • Focus on immediate return • Fear of uncertainty and self-Interest. • Lack of clear exit rules, Pressure to continue by core constituency • Concern over perception of failure
CHRONIC DISASTER	<ul style="list-style-type: none"> • People are ‘spinning’ • Unable to get traction on a compelling new vision, values and intent 	<ul style="list-style-type: none"> • Inability to let go of the past • Weak trust among members, volatile culture • Difficulty agreeing on shared vision and values.

REFLECTION ON THE TRAPS

COLLABORATION TRAPS

Unavoidable elements
of the collaboration process

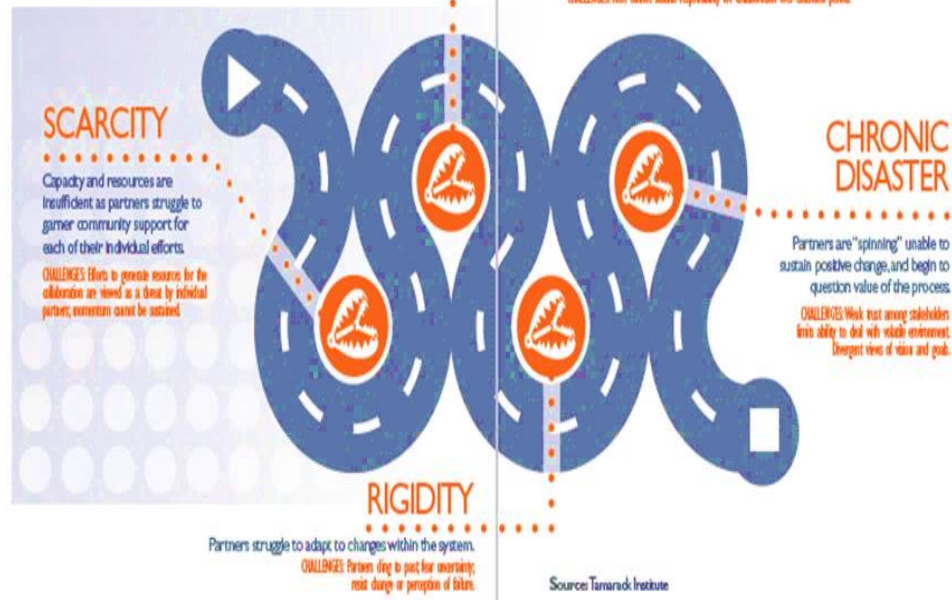


Table Discussion

What questions or AHAs did this assessment raise for you?

NEXT STEPS...



What are the top 3 things to be accomplished in the next 3 months?



**“If you want to go fast,
go alone...If you want to
go far, go together...”**

- Kenyan Proverb

QUESTIONS?



- **Comments?**
- **Questions?**

FIND MORE RESOURCES

GET EVENT RESOURCES

Access all event resources including PPTs and handouts.

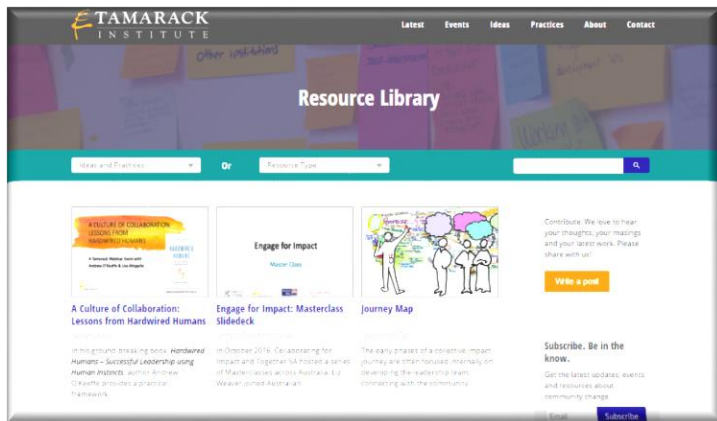
<https://communitychangeinstitute2017.sched.com/>



STAY IN TOUCH

To access tools, resources, webinars, and to stay up to date with the latest in community change, visit:

www.tamarackcommunity.ca



THANK YOU!

