

Collective Impact: More than Collaboration

SCALE – May 7, 2015

Today's Conversation

1. What is Collective Impact?
 - Three types of problems
 - More than collaboration
 - Framework
2. What is needed for Collective Impact to work?
 - Mindset shift
 - Examples

Types of Problems

Simple

Baking a Cake



- Follow a recipe
- Same results every time

Complicated

Landing on the Moon



- Follow a formula
- Experience gained over time makes success repeatable

Complex

Raising a Child



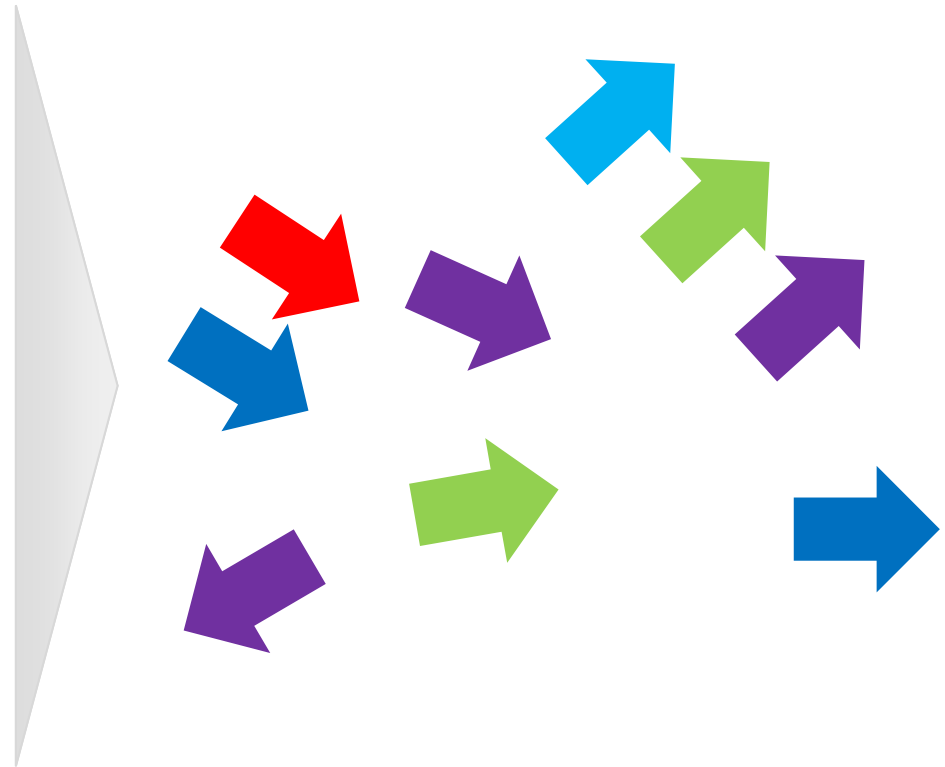
- “Recipes” and experience don’t guarantee success
- Can’t control enough variables

Organizations tend to view problems as simple or complicated.

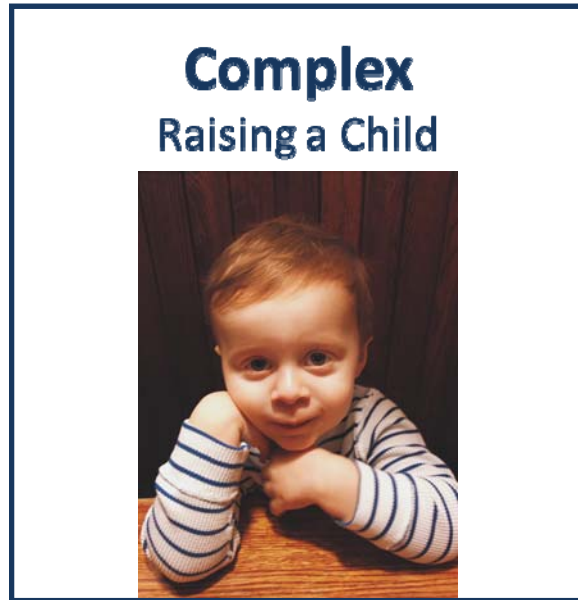
Isolated Impact



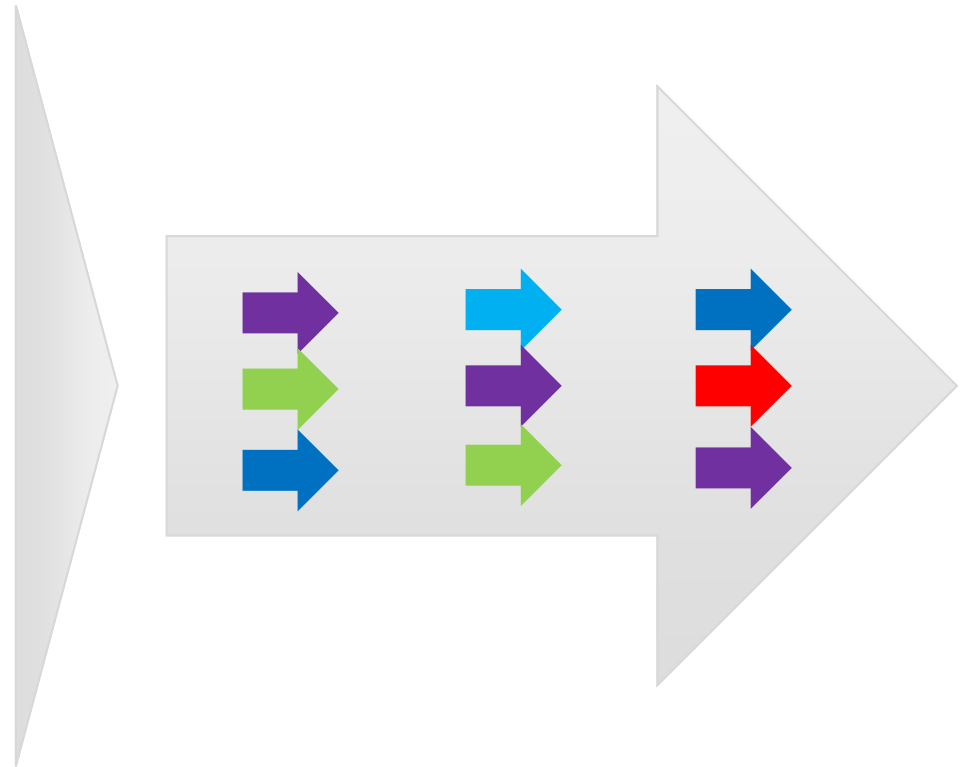
- Funders select **individual** grantees
- Players **compete** for \$ and credit for success
- Organizations work **separately**
- Evaluation **isolates** impact of an organization, department, or program
- Fundamental **disconnect** across sectors



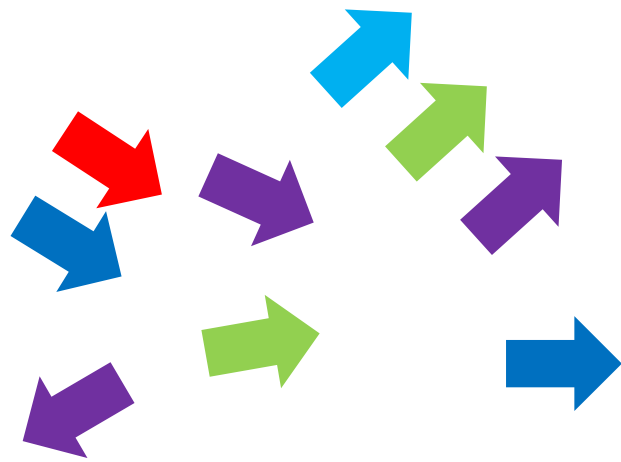
Collective Impact



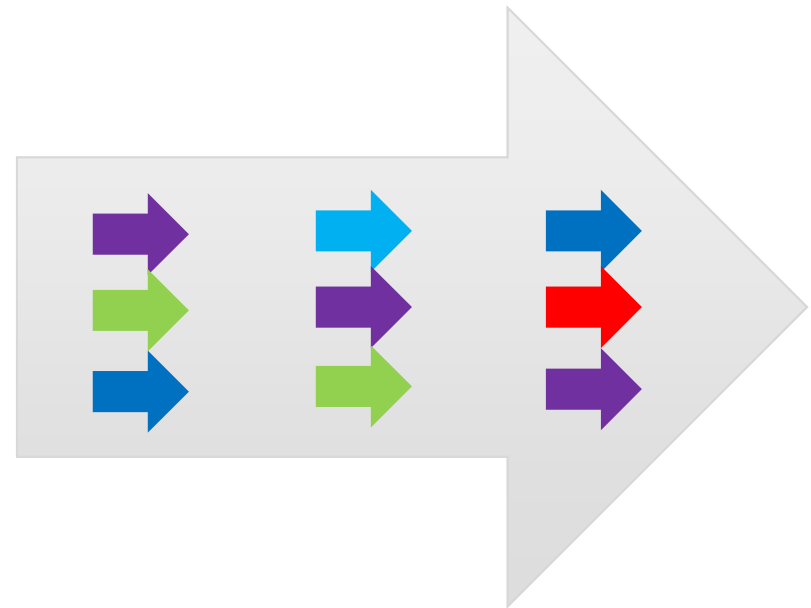
- Understand that complex problems require complex solutions — **system-level** collaboration
- Cross-sector **alignment** with government, non-profit, and business working as partners
- Active **coordination** of programs/efforts working toward **common goal**
- Credit for success is **shared**



Isolation/Collaboration



Collective Impact



What Is Collective Impact?

Collective Impact is the commitment of a group of important actors from different sectors to a common agenda for solving a specific problem.

Five Conditions of Collective Impact

Common Agenda

Shared Measurement
Shared vision for change

Common understanding of a problem

Joint approach to solutions
Mutually Reinforcing Activities
Consistent data collection
Agreed-upon actions
Measure results – progress toward agenda

Maintain deep alignment
Active and continuous communication
Mutual accountability
Reinforcing plan of action

Turn 5° toward alignment
Open and consistent communication
Backbone Support
Build trust and maintain alignment

Backbone Support

6 Essential Functions

Guide Strategy

Support Alignment

Establish Measurement Practices

Build Public Will

Advance Policy

Mobilize Funding

Types of Organizations

Fund



Initiate and coordinate
Impact strategy
planner, financial, and
convener

Non-Profits

SCALE

Scott County Association For Leadership And Efficiency

coordinating Collective
Impact strategy

Government
Allies

link
between funders and
partners

Multi-Organization Initiatives

Numerous organizations share ownership and coordinate efforts

Core Requirements

Strong & Adaptive Leadership

Sustained Funding & Resources

Working Toward Common Goals

Mission/Vision

- To achieve social and economic well-being...in partnership with communities (CAP)
- To advance safe, healthy, and livable communities through citizen-focused services (County)
- To forge new and innovative ways government entities can collaborate to provide superior services while making the most of limited resources (SCALE)
- Quality services, collaboration, leadership, well-planned future (City of Jordan)
- Enhance quality of life by providing quality services which result in a safe and healthy community (City of Prior Lake)

Values

- Relationships/Trust
- Partnerships/Collaboration
- Influence
- Leadership
- Innovation
- Assistance/Opportunity

A word cloud centered around the word "community". The word "community" is the largest and most prominent, written in a bold yellow font. Surrounding it are numerous other words in various colors and orientations, including: "business" (large, red, diagonal), "partnership" (large, pink, diagonal), "relationships" (large, red, horizontal), "families" (large, blue, diagonal), "education" (large, blue, diagonal), "quality" (large, orange, diagonal), "healthy" (large, purple, diagonal), "safe" (large, red, horizontal), "effective" (large, red, horizontal), "transportation" (large, purple, horizontal), "individuals" (large, blue, diagonal), "work" (medium, green, diagonal), "efficient" (medium, purple, diagonal), "responsible" (medium, pink, diagonal), "commercial" (medium, blue, horizontal), "integrity" (medium, yellow, diagonal), "trust" (medium, brown, horizontal), "live" (medium, green, horizontal), "marks" (medium, green, diagonal), "cooperation" (medium, red, diagonal), "enhance" (medium, yellow, horizontal), "transit" (medium, green, diagonal), "teamwork" (medium, yellow, horizontal), "coordination" (medium, green, diagonal), "cooperation" (small, red, diagonal), "work" (small, blue, diagonal), "work" (small, purple, diagonal), "work" (small, green, diagonal), "work" (small, blue, diagonal), "work" (small, purple, diagonal), "work" (small, green, diagonal).

Five Mindset Shifts for Collective Impact

System View

Trust and Relationships

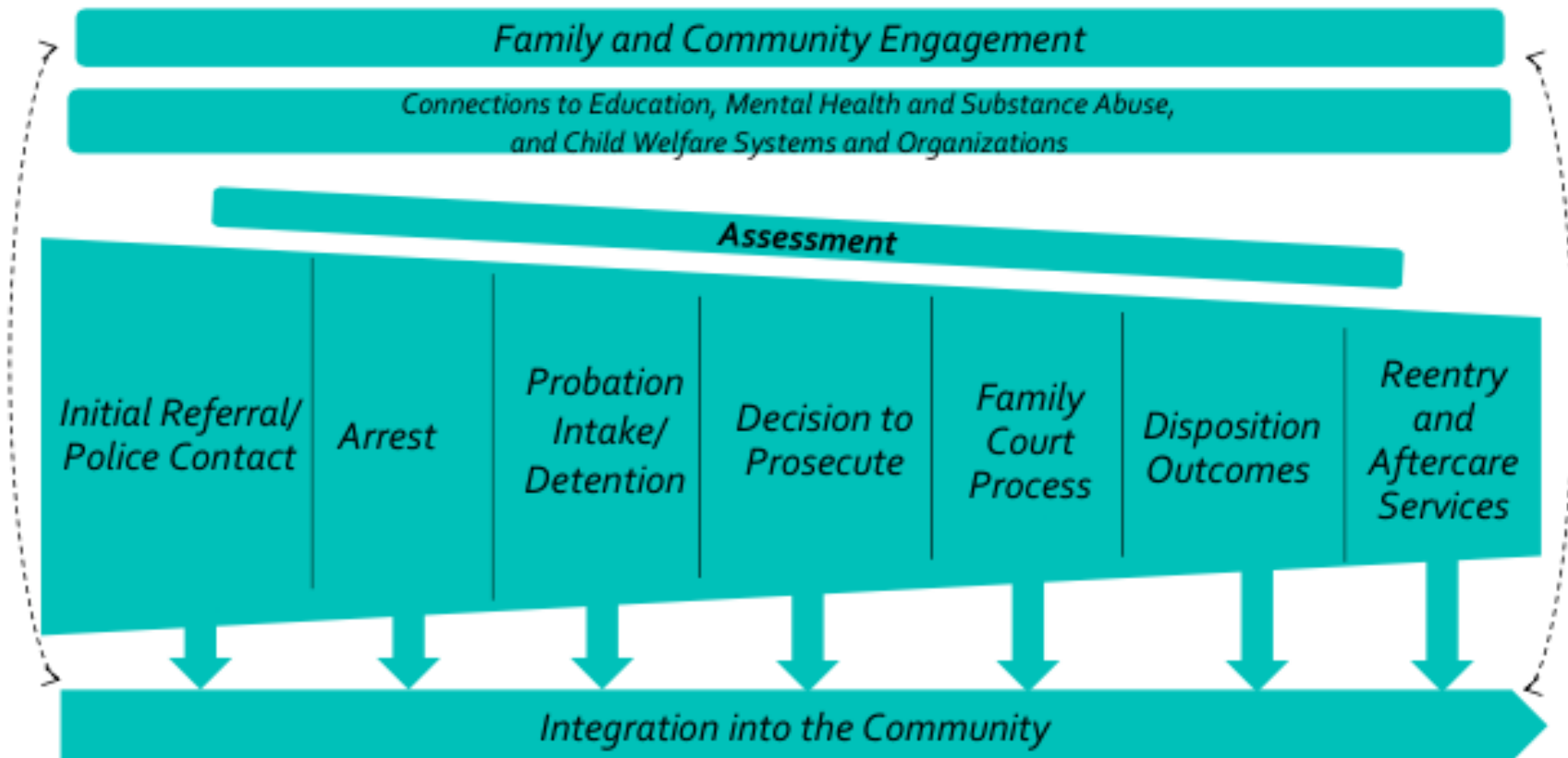
Inclusive Data

Energy

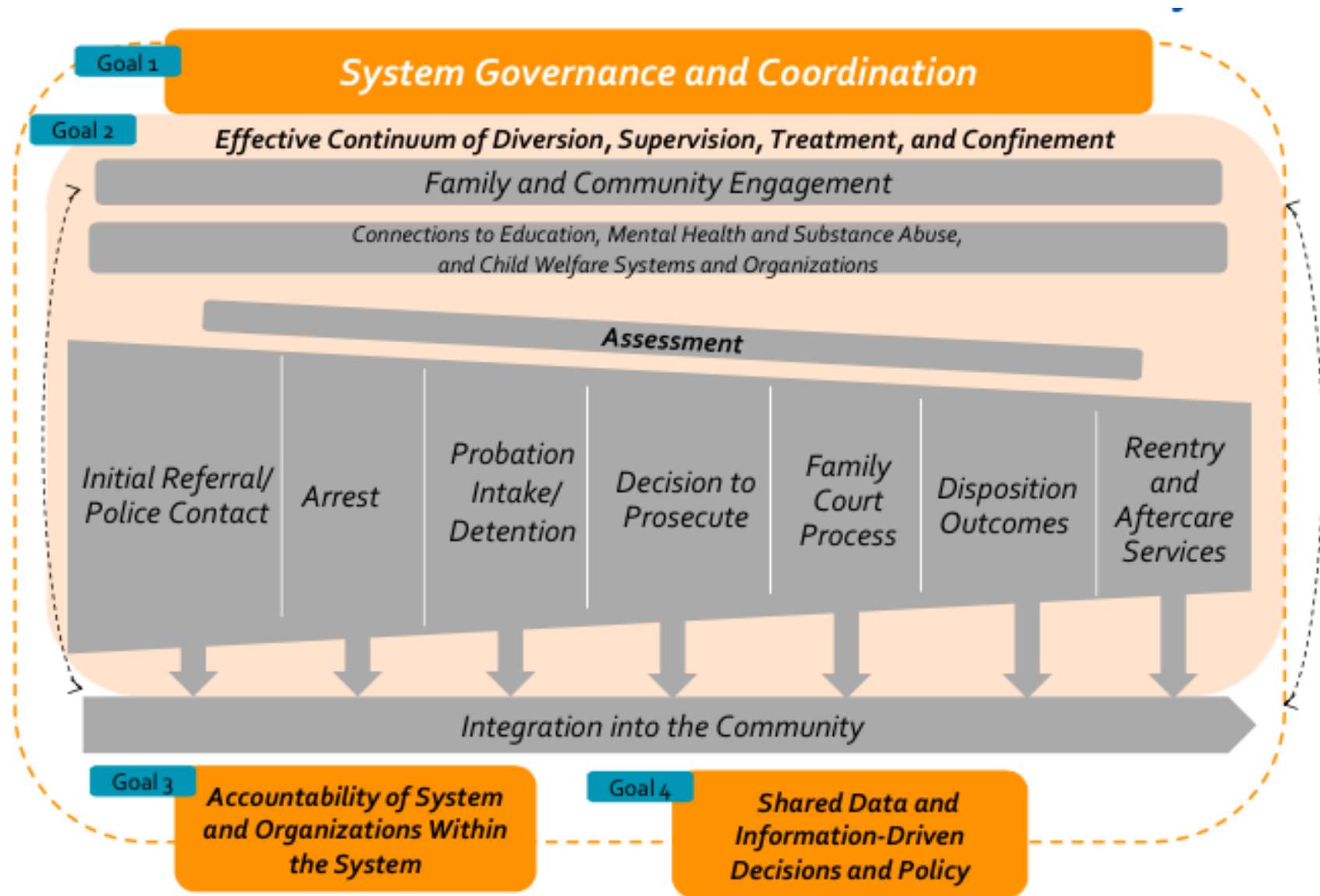
Asset-Based

One way to understand asset-based thinking

NY Juvenile Justice



NY Juvenile Justice

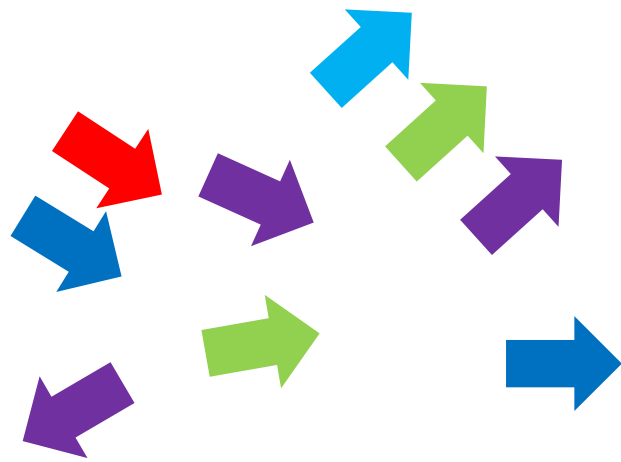


NY Juvenile Justice



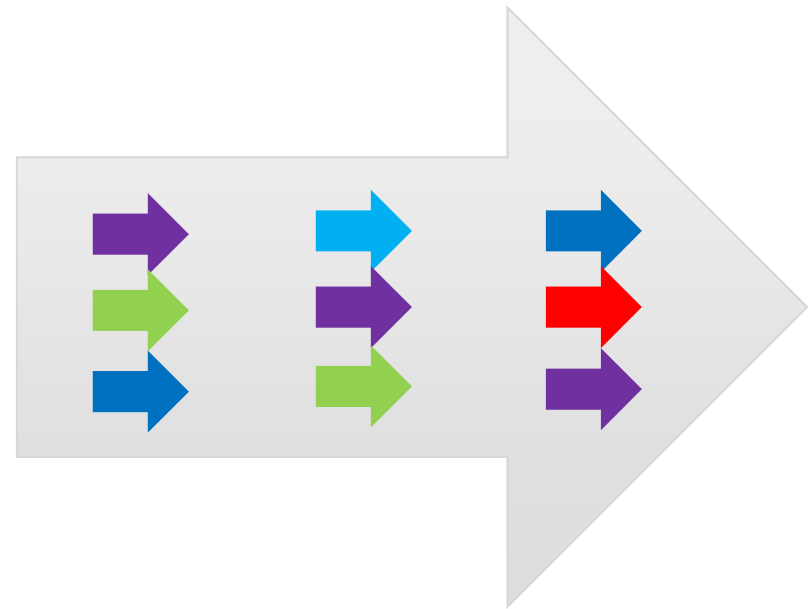
**Transformational
change**

Isolation/Collaboration



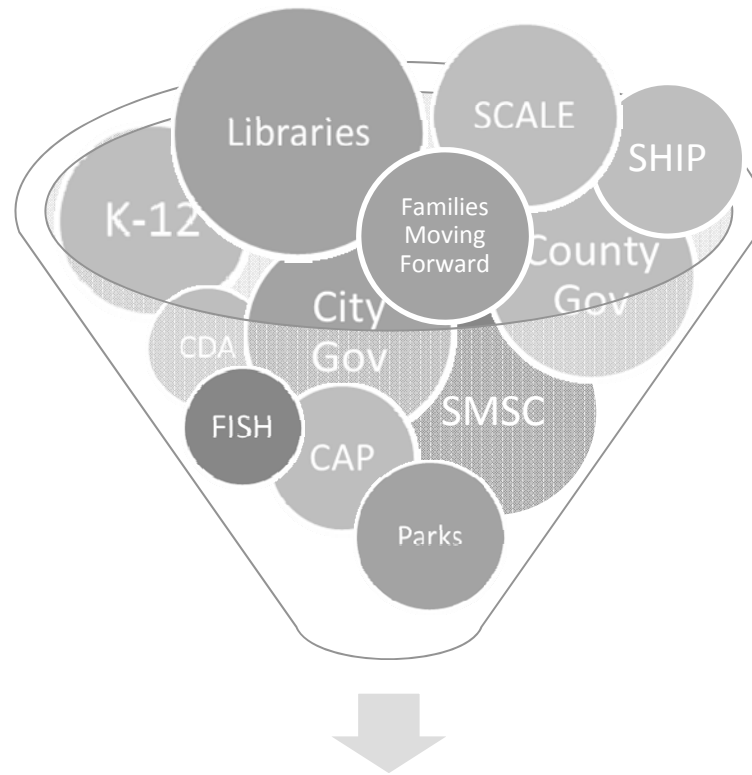
Incremental Change

Collective Impact



Transformational Change

“using nothing but that”



Literacy? Mental Health?
Housing?

Thank you!

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