Prosperity INDIANA
Strengthening our communities.

JMB JOANNA M. BROWN AND ASSOCIATES
EDUCATE | INNOVATE | ELEVATE

SAGAMORE INSTITUTE
INNOVATIVE IDEAS. REAL RESULTS.

Spark CONSULTING GROUP

FIVE CONDITIONS OF COLLECTIVE IMPACT

5 LEARNING OBJECTIVES

- ✓ System vs. program change… what's the difference?
- ✓ What is collective impact?
- ✓ How does collective impact differ from traditional collaboration?
- ✓ How is collective impact implemented?
- ✓ When should collective impact be applied?

Spark CONSULTING GROUP

SYSTEM VS. PROGRAM CHANGE

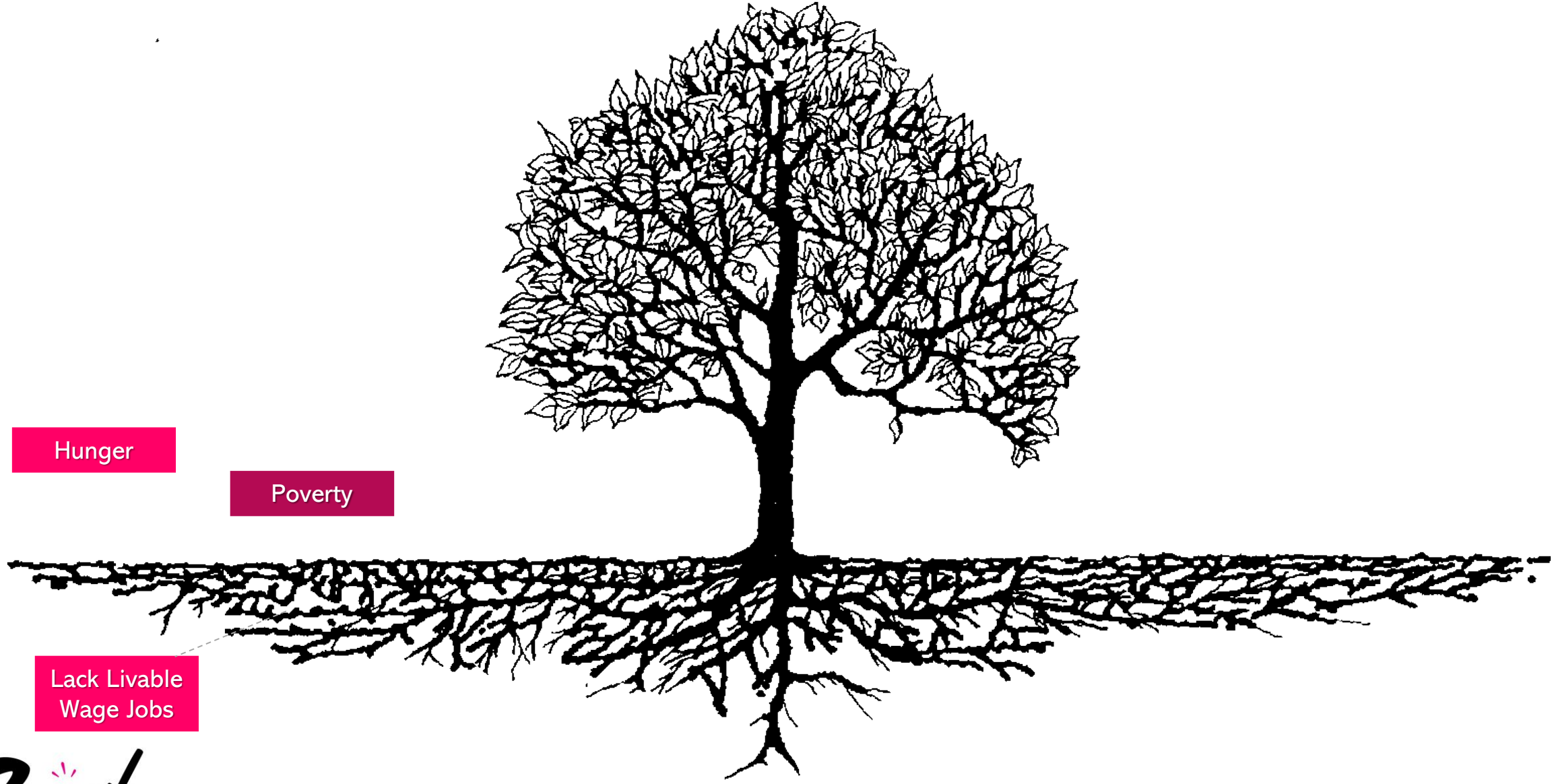
WHAT'S THE DIFFERENCE?

Spark
CONSULTING GROUP

United Way

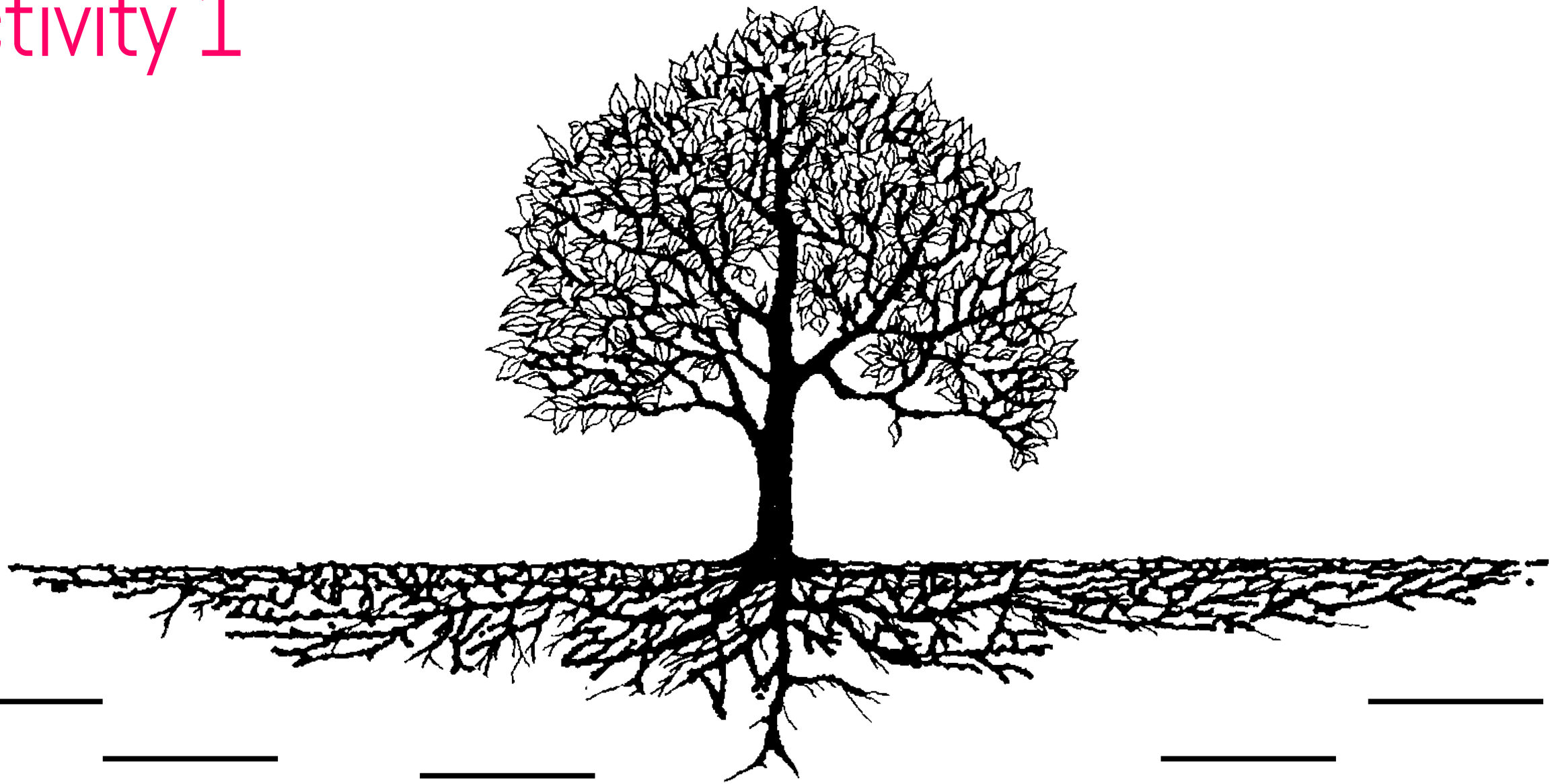
United Way of
San Luis Obispo County
www.unitedwayslo.org
(805) 541-1234

symptoms and roots



Spark CONSULTING GROUP

activity 1



symptoms

Root causes

Spark
CONSULTING GROUP

PROGRAMS

Treats symptoms

Direct service

Single agency

People outcomes

Spark CONSULTING GROUP

SYSTEMS

Attacks root causes

Multi-agency

Policy & structure change

Population outcomes

Spark CONSULTING GROUP

WHAT IS COLLECTIVE IMPACT?

Spark CONSULTING GROUP

Spark
CONSULTING GROUP

The Five Conditions of 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.
Shared Measurement	**Collecting data and measuring results consistently** across all participants ensures efforts remain aligned and participants hold each other accountable.
Mutually Reinforcing Activities	Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action.
Continuous Communication	**Consistent and open communication** is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.
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.**

Reprinted with the permission of FSG and the Stanford Social Innovation Review

Spark CONSULTING GROUP

RESOURCE FREEBIE

- Channeling Change: Making Collective Impact Work (handout #2)

Spark
CONSULTING GROUP

HOW DOES COLLECTIVE IMPACT DIFFER FROM TRADITIONAL COLLABORATION?

Spark
CONSULTING GROUP

COLLABORATIVE ACTION

- A group working towards the same outcome
- Looking at student level data
- To continuously improve practice over time

=

COORDINATED ACTION

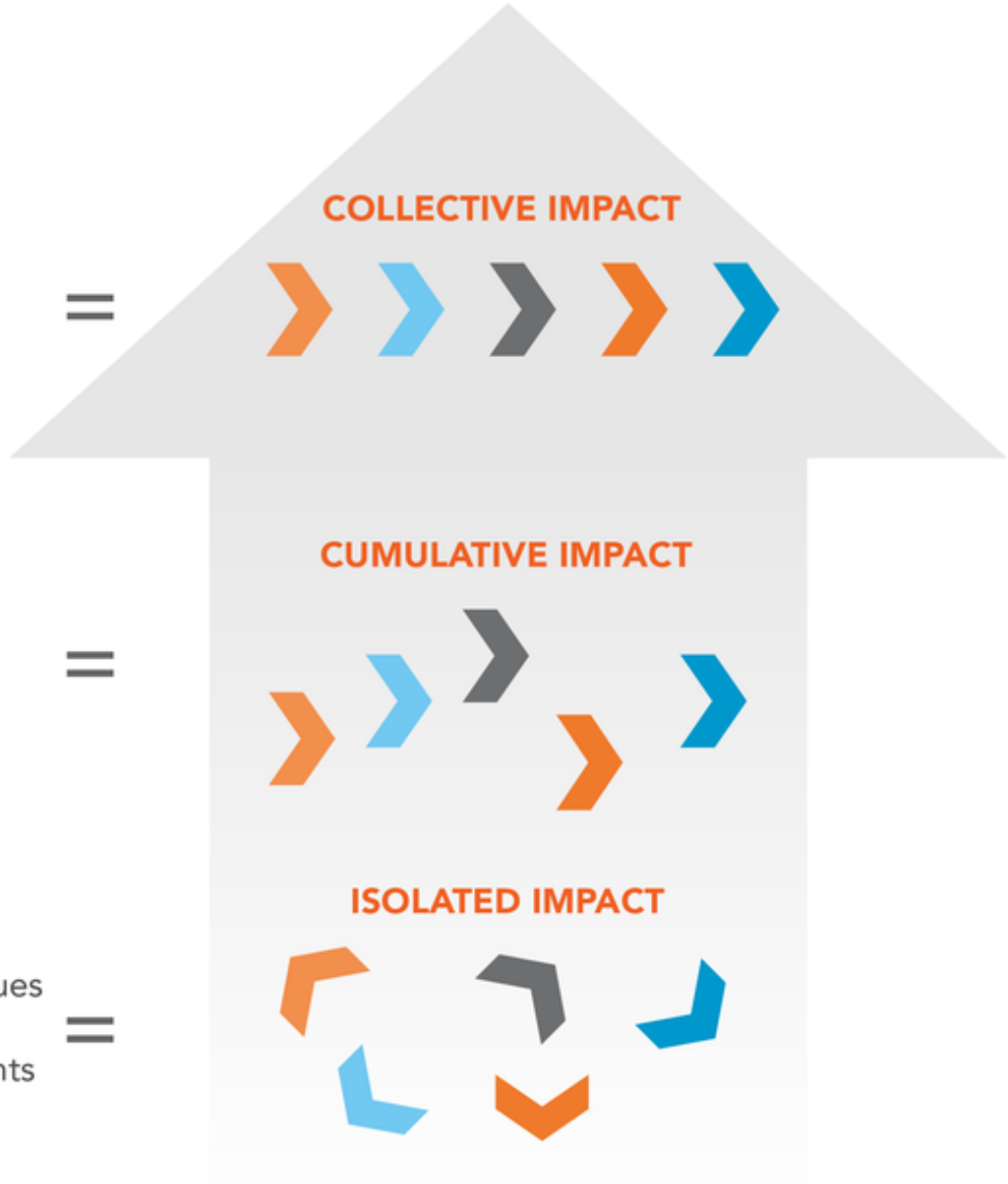
- A group working on the same issue,
- Sharing program level data
- To identify best practices and align efforts

=

INDIVIDUAL ACTION

- Individual practioners working on specific issues
- Collecting qualitative and quantitative data
- To demonstrate impact with individual students

=



Specialized Agendas	→	Common Agenda
Fragmented Measurements	→	Shared Measurement
Independent Activities	→	Mutually Reinforicing Activities
Sporadic Communication	→	Continuous Communication
Unsupported Efforts	→	Backbone Organization

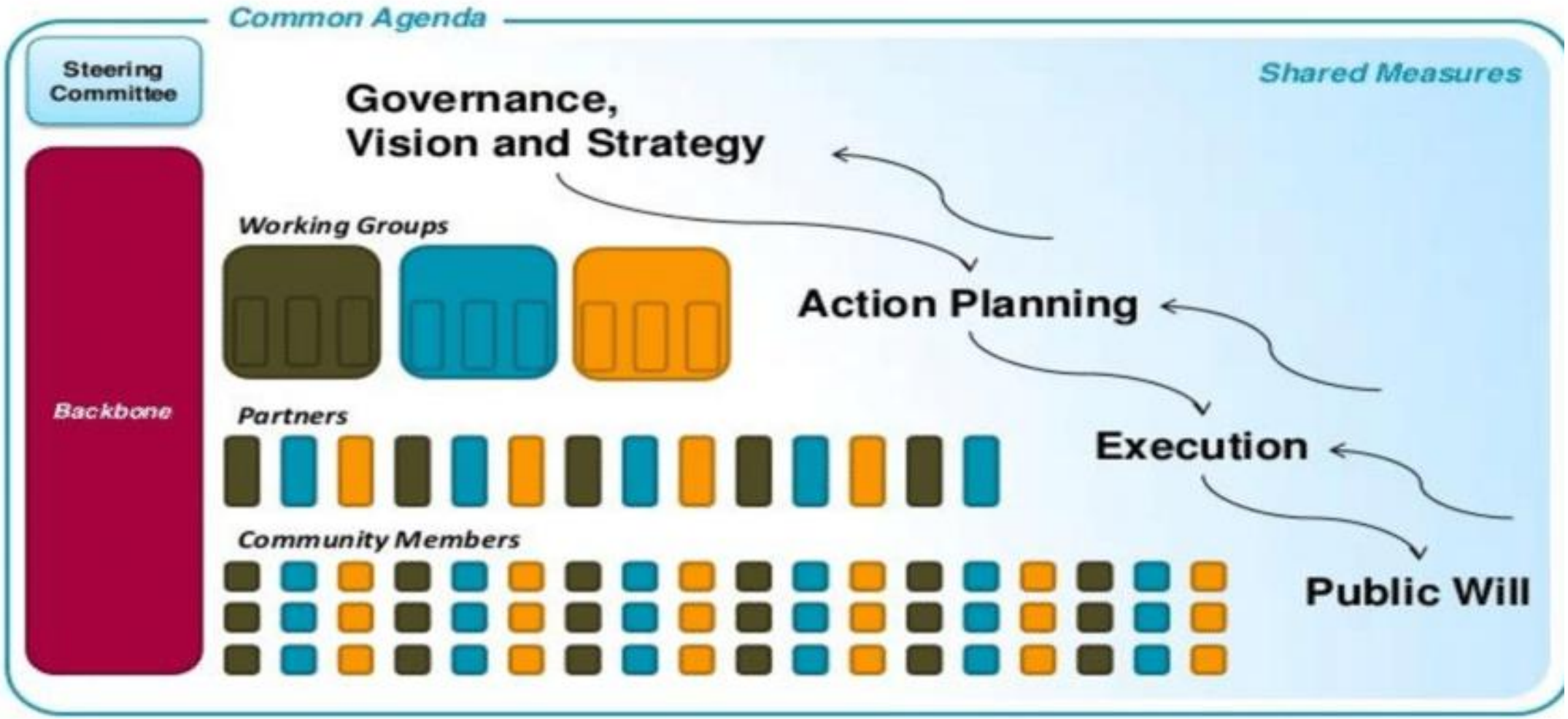
Spark
CONSULTING GROUP

HOW IS COLLECTIVE IMPACT IMPLEMENTED?

Spark CONSULTING GROUP

Components For Success	PHASE 1 Genarate Ideas & Dialogue	PHASE 2 Initiate Action	PHASE 3 Organize For Impact	PHASE 4 Sustain Action & Impact
	4-6 months	1.5 Year	2 Years	5 Years
Governance & Infrastucture	Convene Community Stakeholders	Identify Champions & Form Cross-sector Group	Create Infrastruture (Backbone & Processes)	Facilitate & Refine
Strategic Planning	Hold Dialogue About Community issues, Context, & Available Resources	Map the Landscape & Use Data to Make Case	Create Common Agenda (Common Goals & Strategy)	Align Goals & Strategies
Community Involvement	Facilitate Continual Outreach Specific To Goal	Facilitate Community Outreach	Engage Community & Build Public Will	Continue Engagement & Conduct Advocacy
Evaluation & Improvement	Determine If There Is Consensus/Urgency To Move Forward	Analyze Baseline Data & Identify Key Issues And Gaps	Establish Shared Metrics (Indicators, Measurement, And Approach)	Collect, Track, & Report Progress (Process To Learn And Improve)

Spark
CONSULTING GROUP


Common Agenda
Steering Committee
Shared Measures
Governance, Vision and Strategy
Working Groups
Action Planning
Backbone
Partners
Execution
Community Members
Public Will

RESOURCE FREEBIE

- Committing to Collective Impact (handout #3)

RESOURCE FREEBIE

Collective Impact Forum

collectiveimpactforum.org

PRINCIPLES OF PRACTICE

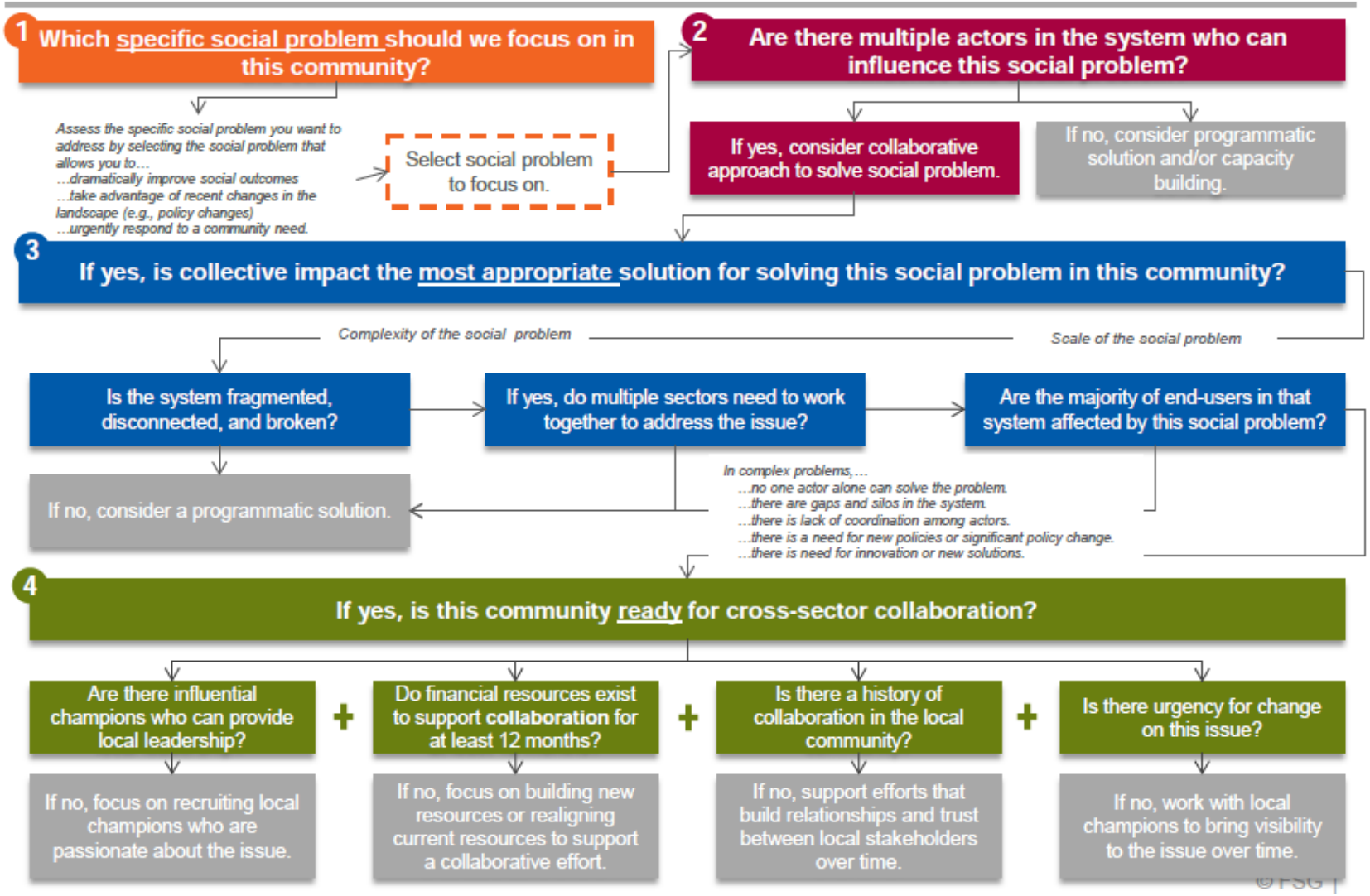
- Design and implement the initiative with a priority placed on equity.
- Include community members in the collaborative.
- Recruit and co-create with cross-sector partners.
- Use data to continuously learn, adapt, and improve.
- Cultivate leaders with unique system leadership skills.
- Focus on program and system strategies.
- Build a culture that fosters relationships, trust, and respect across participants.
- Customize for local context.

Spark
CONSULTING GROUP

WHEN SHOULD COLLECTIVE IMPACT BE APPLIED?

Spark
CONSULTING GROUP

Collective Impact Feasibility Framework



© FSG

Spark CONSULTING GROUP

RESOURCE FREEBIE

Collective Impact Feasibility Framework
(handout #4)

Spark CONSULTING GROUP

QUESTIONS?

Angelina Williams

President

angie@sparkachangenow.com