

Leaving in Action



Forum Technology

2009 Asthma Forum Action Guide

Questions to Run On

- ***What are the critical actions you will take when you return to your community to advance your program's effectiveness?***
- ***What conversations do you need to prepare for so that your actions advance your program and your community's health?***

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Communities in Action for Asthma-Friendly Environments

Forum Technology

Conversations of Opportunity



Open Space Convening Conversations of Opportunity

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What Happens in Open Space?

Audience Members Get to Convene Conversations on Topics They Want to Address!

- Questions You Need Answered
- Offers & Information You Want to Share
- Requests or Help You Need From Others
- Topics That Need Discussing

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**We Have Room for
Up To 14 Groups
to Convene**

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Open Space Plan
**Decide If You Want to Convene a
Conversation**

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Open Space Plan

Decide If You Want to Convene a conversation

Create a 5-Word Title for It

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Open Space Plan

Decide If You Want to Convene a Session

Create a 5-Word Title for It

Conveners Line Up at Stage to Say
Your Title

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Open Space Plan

Decide If You Want to Convene a Session

Create a 5-Word Title for It

Conveners Line Up at Stage to Share Your Title

Go to a Flip Chart Paper & Write Your
Title on It

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Open Space Plan

Decide If You Want to Convene a Session

Create a 5-Word Title for It

Conveners Line Up at Stage to Share Your Title

Go to a Flip Chart Paper & Write Your Title on It

**When All Conversations Are
Named....Audience “Votes With Their
Feet” and Joins a Conversation**

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Open Space Plan

Decide If You Want to Convene a Session

Create a 5-Word Title for It

Conveners Line Up at Stage to Share Your Title

Go to a Flip Chart Paper & Write Your Title on It

**When All Sessions Are Named....Audience Votes
With Their Feet (5 Minutes in Marketplace)**

Convene & Discuss the Topic

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Questions & Possibilities

- ***What if no one comes to my conversation?***
- ***Can participants roam among conversations?***
- ***How do we know when a conversation is done?***
- ***What if we have identical or very similar topics?***

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What is Your Short Title?

- Line up at the stage when you are ready.

Examples of Titles:

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We Have Room for up to 14 Groups

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

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Your Leadership Story

Springboard Stories

An Action Plan for Results

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My Leadership Story

I am in service to helping 1000 communities bring asthma under control by 2010.

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Storytelling as a Business Narrative



Organizational storytelling is an emerging discipline



Disciples: Madelyn Blair, Evelyn Clark, Seth Kahan, Gary Klein, Doug Lipman, Carol Pearson, Annette Simmons, Dave Snowden, and Victoria Ward

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Business Narratives (Cool Stories)

- Communicate Who You Are
- Build Collaboration Trust
- Transmit Knowledge
- Lead People into the Future
- Ignite Action and Implement New Ideas

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Springboard Stories

Spark Action and Implement New Ideas



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Change Idea

- The Specific Idea You Want to Implement
 - Clear and Concise
 - Excites You



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True Example

When



Where



Who



What



Result

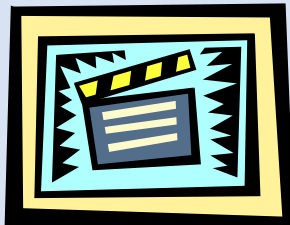


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Embody Change Idea

Make Offers and Commitments to Action



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Specify the Alternative

- Paint a picture of the way things can be different.



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Link Story and Change Idea

Issue an invitation to imagine a vision of the future and request they join you.

- What if...
- Just Imagine...
- Just think...



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Completing Our Work

- Write Your Springboard Story
- Say It Out Loud: Share It at Your Tables
- Select Someone to Share Theirs with the Full Group
- Shower Them with Encouragement!

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Communities in Action for Asthma-Friendly Environments 2009 National Asthma Forum November 10-12, 2009	
Springboard Action Plan Story	
Change Idea	The change I will implement in the next year to achieve my asthma program's mission and my community's health is...
Three Examples (Chosen from the Forum or your own organization)	I have a story about this idea to write: _____ _____ _____ _____ _____
Anticipate the Actions of the Change Idea	To put my words into action, I am going to: _____ _____ _____ _____
Specify the Resources	I have seen how we can do things differently: _____ _____
Link the Story to the Action of the Change Idea	Just think what we could be if we _____ We're going to be a team, _____

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