

Connecting the Dots: A brief overview of collective impact



Deb Halliday
Halliday & Associates

☎ (406) 546-6991
✉ deb@debhalliday.com
📧 @deb_halliday
🌐 debhalliday.com

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What type of problem is it?

Simple

Making Soup



Right "recipe" essential
Gives same results every time

KNOWN

Complicated

Sending a Rocket to the Moon



"Formulae" needed
Experience built over time and can be repeated with success

KNOWABLE

Raising a Child



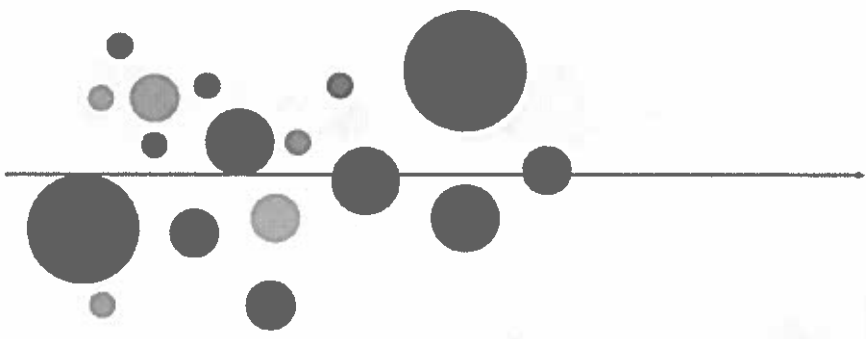
No "right" recipes or protocols
Outside factors influence
Experience helps, but doesn't guarantee success

UNKNOWABLE


Source: Brenda Zimmerman, Director of Health Industry Management Program, Schulich School of Business



What's our challenge?




**PROGRAM RICH
SYSTEM POOR**




Connecting for Impact

What's our approach?



**INCREASED ALIGNMENT
COMMUNITY CAPACITY
COLLECTIVE IMPACT**



Connecting for Impact

What is collective impact?

Collective impact is the commitment of a group of key actors from different sectors to develop a common agenda for solving a specific social problem.

Source: FSG



5 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
 Diverse Voices * Responsive * Community Aspiration

- Shared Measurement** Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable
 Exploring * Alignment * Tracking Progress * Results

- Mutually Reinforcing Activities** Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action
 Weaving * System * Supportive * Centered

- Continuous Communication** Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation
 Trust * Transparency * Ongoing * Engagement

- 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
 Facilitate * Convenor * Coordinate * Movement

Source: FSG

