

The Inland Empire – A Land of
Opportunity

Changing the Narrative (CTN)



Facilitator Guide

BEFORE THE WORKSHOP

Prep and Set Up

1. MATERIALS

- Colored index cards-different color for each district in the county
Colored
- Post-it notes-different colors to match the index cards
- Color-coded nametags-different colors to match the index cards and post it notes
- Flipchart pads-self stick, large
- Wide tipped permanent markers-black blue green (pull out red markers and hold to the side)
- Medium tipped markers for participants to use

2. CREATE THE SPACE

- BEFORE the event look at the room and determine set up. DO NOT WAIT to do this until the same day as the event. If you can't physically get into the room, get a description from someone who has used the space and knows what is available (and any limitations).
- Make sure there is plenty of wall space and room to move around.
 - Wall space. You will need to have at least three flipchart pages for each of the regions/groups participating in the meeting.
 - Space to move. You want the participants to easily move around the room, look what is on the flip charts, work on their own charts, and have partner and tabletop discussions without being crowded.
- Decide where and how you will arrange tables for the number of people attending. The optimal set up allows people to sit in small groups (four to six) and easily turn and partner with one another for the partner discussions.
- Obtain any rules for the space and share those with participants.

3. TECHNICAL CHECK

BEFORE the session test all of the following:

- Access to power outlets. You will need extension cords, adapters, etc. to connect your laptops, projector, microphone, speakers.
- The PPT has audio. Make sure there is overhead speakers OR ELSE bring external speakers for your laptop.
- Compatibility of equipment with space being used. Walk around the room to make sure participants can see and hear the facilitators, one another, the presentation, etc. from various angles.
- WIFI access code. The PPT has the video embedded in it so you won't need to stream content. However, if you think you add content or decide to show the FB Group (assuming there is time) you will want internet access. If the location does not have public WIFI available check that the presenters' hotspots are powerful enough to deliver streaming content.
- Get contact information for technical support person at the facility

4. SUPPORT & MATERIALS PREP

FLIPCHARTS

- Pre-title flip charts for each region following the specific exercise instructions. Write clearly and leave as much space as possible for participants to post their sticky notes.

Flip Chart Titles:

- CHART 1
 - WORDS USED NOW (bottom half of flip chart page)
 - WORDS FOR THE FUTURE (top half of flip chart page)
 - CHART 2
 - YOUR REGION'S STRENGTHS (left side of flip chart page)
 - YOUR REGION AND THE NEW CALIFORNIA (right side of flip chart page)
 - CHART 3
 - YOUR BRIGHT SPOTS
- Post flipcharts for each region in different areas of the room-keep space between groupings so that people can gather around the flipcharts
 - Tape a color-coded index cards above the prefilled flipcharts with the name of the region/sector written on the index card (this will help anyone who may have colorblindness)

TABLE PREP

- The tables and chairs should have been set up in step 2, “Create the Space.”
- These instructions are about WHAT to have ready on each table BEFORE participants walk in the room.
- Place color-coded index cards, post-it notes, find tip markers, and color-coded nametags at each table grouped according to the regions. (Match your pre-assigned color codes to the regions and the tables)
- Place an instruction sheet (1 or 2 copies) on each table.
- Instructions should tell participants what to do before the meeting begins. They include:
 - Write name and organization on name tag
 - Write three words people use to describe your region/community today - Only one word per Post-it note
 - On a different Post-it note write down one word you WISH described your community today (what you would like to be true about it)

THE WORKSHOP

Before Starting

Welcoming the Participants

- As people come into the space, ask them what region of the county they represent and direct them to the appropriate table.
- If others are already at the table, introduce the new person and then tell them to look at the instruction sheet and complete each item before visiting with others.
- **START THE PRESENTATION ON TIME.** Consider that as part of the new narrative – nonprofits come ready to learn, work and share.
- If you are still anticipating more people to join in, have one of the facilitators wait outside of the room (or at least in an unobtrusive space) to orient newcomers to what is going on and have them complete the instruction steps. Then guide them to their respective table.

Workshop Begins

1. Why We Gather (25 minutes)

- Welcome-2 minutes, slide 1
- Workshop structure and objectives-5 minutes, slide 2, 2 minutes
- CTN a brief history-5 minutes, slides 3-6
- Group Icebreaker 1, 12 minutes, (follow directions below)

Group Icebreaker/Introductions

SLIDE 7

- **Part 1- (3 minutes) Triads.** This is meant to be fast and keep the energy flowing.
 - Everyone should already have completed the welcoming instructions and have the following information:
 - Name and organization
 - One word they hear commonly used to describe their region NOW
 - One word they WISHED they heard to describe the region (the word of the future) – These need to be on different Post-it® notes.
 - Each person gathers with two other people from different regions, organizations, or professions. The objective is to DIVERSIFY the mix so they can hear and share different viewpoints.
 - Each person shares:
 - Their name, organization, and region (no descriptions beyond that about programs, services, etc.)
 - Their “Today’s” words – what they hear now.
 - Their “Wish” words and why they picked those words
 - Each person posts their Post-it® notes to their region’s flip chart and returns to their “home” table.

SLIDE 8

- **Part 2- (5 minutes) Tabletop Discussion.** This continues the conversation at their home table (where they were assigned before entering the session).
 - What do they, as a region, offer as a strength because of their location, people, resources, etc.?

- Compare how the strengths of the location, people, and resources they just shared contrast with what people say and think now. (For example, are any words assumptions or generalizations? Is language fact-based? Did the group identify strengths that are not currently talked about as strengths?)
- Write down each STRENGTH on a separate Post-it ® note
- Place on appropriate flipchart labeled "OUR REGIONS STRENGTHS AND UNIQUE QUALITIES " *for their region* and returns to their "home" table.

SLIDE 9

➤ Part 3- (8 minutes) Tour the Regions.

After time is up in each group has completed their tabletop discussions and posted their Post-it notes,

- Do a group "walk around the regions".
- Start by standing at one set of flip charts. (Standing will help keep the conversation focused on the topic and people will be able to quickly move to the next group.)
- Ask the first group to briefly (1 minute or less) **highlight**:
 - Their region's strengths (referring to the flip chart paper with notes from the tabletop discussion)
 - The differences and similarities between current strengths and the current narrative
 - Words currently used
 - The "wish" words for the region
 - Once everyone/each group completes this, the facilitator notes similarities across all of the regions **focusing on the strengths and positive future words.**

Facilitators should be ready to note a few commonalities across the groups. This begins the process of pointing out the "bright spots"

2. From Here (Narrative Now) to There (The Future Narrative) (15 minutes)

- **IE and the New California, 10 minutes, slides 10-17**
- **Tabletop discussion, 5 minutes, slide 18 (follow directions below)**

What's Unique? (slide 19), 5 minutes

Have participants reference CTN Toolkit pages 12 through 15 for this exercise.

Remind them to reflect on the work they've already done so far today (the flip charts for their region)

1. ID something unique about their region/community as it relates to the IE and the New California information.
2. Share with tablemates one or two unique aspects of their region/community. Look for commonalities/differences from others' perspectives.
3. Write those aspects down on Post-it® Notes and post on their region's flip chart page
4. Put Post-it® notes on the flip chart page.

3. Changing the Narrative Together (45 minutes)

- **The Bright Spots, 10 minutes, slides 19-26**
 - Partner Exercise "Spotting the Bright Spots" AND "The New IE Narrative Frames" slides 25 – 26 (follow instructions below)

Spotting the "Bright" Points (SLIDE 25) – 3 minutes

The exercise follows viewing the PPT video "What Happens When We Change our Narrative?" (slide 24) which makes the point about changing the narrative.

1. In pairs, each partner shares and discusses ONE or TWO BRIGHT SPOTS in their work right now.
2. Document answers on Post-It notes.
3. Post on the "Bright Spots" flip chart page
4. After everyone has finished, ask for volunteers to call out some of the current "bright spots" – touch on each region in the room
5. Do the bright spots tell a story?

The New IE Narrative Frames (slide 26) Group Activity Exercise

Hand raising to identify with narrative themes

1. Ask participants to raise their hands if they identified these during the last exercise (finding the bright spots).
2. Call out each one and ask anyone who had an “bright spot” that related to raise their hands
3. Go slow enough to take in trends (similarities, differences, etc.)
4. Look for areas of ALIGNMENT among those in the room
5. ASK PARTICIPANTS to share ONE OR TWO of their observations

Facilitators should be ready to share or start the conversation.

➤ **Pathway from the Land of Problems to the Land of Opportunity Narrative, 5 minutes, slides 27-30**

- Introduce the topic
- SLIDE 30 – Audio Clip “Where Do We Start?”

➤ **Telling YOUR Story, 12 minutes, slides 31-40**

- Message Framing
- Alex’s Video, slide 38
- Partner exercise, slide 39 (instructions below)

EXERCISE - (8 minutes total)- What Story are you Telling? (Part 1)

1. Simple partner exercise to demonstrate a shift in language and difference it can make.
2. Each partner shares quickly one “story” or point they are trying to get across in their current communications by answering this question:

What story are you trying to tell now and to whom?

3. Report out and ask people to listen and look for commonalities.

If people are getting stuck, you can ask people to the CTN toolkit questions pages 16 and 17: Identify three items from the IE narrative (in toolkit) that would help you better tell the region of your organization in creating positive change for the region?

➤ **Using Data, 12 minutes, slides 41-44**

- Types of Data
- Impact vs. Effort
- Partner exercise, slide 42 (instructions below)

EXERCISE - (5minutes total)- What Story are you Telling? (Part 2)

1. Same partners as in previous exercise
2. Look at each person's "story" and find one place (or more) where data could be used to improve the story
3. Together look for how/where the narrative could be strengthened and the story more impactful (not the specific words, just what would help strengthen it, e.g., data, testimonials, client success story, etc.)
4. When time is up, ask the entire group for examples of where they could improve their existing story (only take 2 to 3 responses)

➤ **Engaging Others, 8 minutes, slides 45-48**

- Audio clip, slide 46
- Invitation to join the FB group, slide 47
- Q&A, slide 48, **only if time**. *Make sure to leave 15 minutes for reflections and next steps.*

4. Reflections and Next Steps (15 minutes)

➤ **Evaluations, 5 minutes**

- Participants - Short evaluation questionnaire specifically to improve workshop content and delivery
- Facilitator - PROCESS evaluations to identify areas in the content to change, clarify, increase/decrease time

➤ **GROUP CLOSE OUT, 10 minutes**

- Partner share "one action or statement you can begin today that will CTN in your community? (Do in pairs) – 2 minutes total
- Pairs form into groups of 6 and share – 4 minutes
 - What they will do
 - How (meetings, writing, verbal, social media, etc.)

- When (the sooner someone can begin to implement a change, the more likely they will act)
- Everybody: Go around the room and each person – 6 minutes
 - Shares their one small action to begin changing the narrative today
 - Facilitators do the same

Workshop Ends

Clean Up and Debrief

- Take pictures of all of the flipchart pages for each region/group. These can be transcribed after each meeting and you can begin a list of words are examples by region that can be shared beyond these meetings.
- Gather the participant evaluations so they can be tabulated and specific recommendations for changing the workshop captured
- Gather the facilitator evaluation forms, again the purpose is to identify places to improve between the pilot presentation and the next presentation. This includes inconsistencies and slide references, notations of where you needed more or less time, exercises that did or did not work, etc.
- Provide feedback to one another while the experience is fresh.