

The Inland Empire – A Land of
Opportunity

Changing the Narrative (CTN)

Participant Workbook



WHY WE GATHER

| Your Name | Your Organization | Your Community |
|-----------|-------------------|----------------|
| | | |

Icebreaker and Introductions – Part 1

One word you hear commonly used to describe your region/community NOW.

One word you WISHED you heard to describe your region/community (the word of the future)>

Icebreaker and Introductions – Part 2

What do you, as a region, offer as a strength because of your location, people, resources, etc.? (Your strengths and qualities)

Icebreaker and Introductions – Part 3

What similarities or contrasts do you notice between your region and the other regions?

Similarities

Contrasts

FROM HERE (NARRATIVE NOW) TO THERE (THE FUTURE NARRATIVE)

Tabletop Discussion – the IE and the New California

What is something unique about your region community as it relates to the IE and the New California information?

Partner Discussion

What are ONE or TWO BRIGHT SPOTS in your work right now.?

TELLING YOUR STORY

| | |
|----------------------------------------------------|---------------------|
| What story are you trying to tell now and to whom? | |
| Our story | Our target audience |

| | |
|-----------------------------------------------------------------------------------------------------------------------------|---------------|
| What are one or two places where data could improve your story (numbers, trends, testimonials, client success story, etc.)? | |
| Where it can be improved: | Type of data: |

ACTION COMMITMENTS

What is "one action you can take example you can set or statement you make beginning today that will CTN in your community?"

What action will you take?

How/where will you act?

When will you do it?

Questions, Ideas, New Partners?