

10 KEYS ANALYSIS TEMPLATE: STRATEGY DEVELOPMENT



CCA Key	Strategy Development Guide
Let Values Lead	<ul style="list-style-type: none"> • Start with a clear co-created purpose • Spend time surfacing assumptions and defining the principles that will guide the project • Design meetings, documents etc to reinforce the purpose and principles that guide the work
Connected communities from the inside out	<ul style="list-style-type: none"> • Prioritize the wellbeing of the people driving the strategy • Find ways to keep people inspired and engaged (and, if appropriate, make meetings fun) • Check in regularly about assumptions underlying the strategy
Embrace the messiness	<ul style="list-style-type: none"> • Create just enough structure so that people are clear about the purpose, principles and boundaries of the strategy but not so much that you are locked into actions that aren't adaptable to change • Use an interval planning approach - check assumptions and changing context regularly • Facilitate with curiosity, and with an understanding that the knowledge on how to move forward lies with the group

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Prioritizing power sharing and equity	<ul style="list-style-type: none"> • Analyse your strategy for underlying white supremacy/ colonial assumptions and structures • Be explicit about the the strategy's relationship to anti-racism/ anti-oppression work • Use an equity lens when designing decision making structures and who defines success
Build on everyone's Strengths	<ul style="list-style-type: none"> • Map local assets (social, environmental and economic) • Analyse how to support, strengthen what already exists as you develop your strategy • Celebrate small wins as the project evolves
Learn together	<ul style="list-style-type: none"> • Plan regular knowledge exchange opportunities throughout the life of the strategy or project • Use evaluation for learning: involve local people in data collection and sense making where possible • Share learnings in easily digestible, accessible ways
Work at multiple scales	<ul style="list-style-type: none"> • Be intentional about providing supports grassroots actors need to participate • Facilitate discussions on the role your community building strategy plays in addressing broad systemic issues • Engage in intentional activities designed to help people in governments/ institutions understand the local experience and the local role in solving complex issues

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Make community building visible	<ul style="list-style-type: none"> • Make sure accessible, strategic communication is core to your strategy • Use the strategy to shine a light on local community building work • Use storytelling and visuals to make complex ideas accessible and meaningful to people across the community
Facilitating collaborative process	<ul style="list-style-type: none"> • Intentionally facilitate engaging, fun and purposeful meetings • Prioritize relationship building in and outside of meeting time • Be a reliable partner; be available; respond to messages; explore possibilities as they emerge
Build creative infrastructure	<ul style="list-style-type: none"> • Assess the social infrastructure that is underpinning the strategy • Be intentional about identifying what social infrastructure would make your strategy more successful • Design any infrastructure created through the project so that it leaves a legacy after the project is over

We hope you find these tools useful in continuing the momentum to build on local strengths, facilitated collaborative processes and learn together. Catalysts' Circle offers workshops, coaching and strategy design services that can further help you dig deeply into these keys and explore the others that can help you make a truly Connected Community.



Catalysts' Circle can be found at www.connectedcommunities.ca or email agloger@connectedcommunities.ca for more information