

Community Networking Group (CNG) Determination of Purpose

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Agenda

- Introductions
- Ground Rules
- Creation of 'purpose'

Ground Rules

- Be present , focused and participate
- Be respectful of others
- Maintain a business-like awareness that you are a deciding body, not a debating society
 - Majority vote will rule
- Dream big, be visionary, keep focused
- Our interactions should be meaningful to the subject at hand – don't get side-tracked
- Stick to the time-limit

Creating Purpose Statements

1. Expect it to be difficult
2. Be rigorous about outcome attributes
3. Develop work with a long-term perspective
4. Make sure your outcomes are doable but make requirements realistically ambitious
5. Ignore current organizational constraints
6. Don't let the challenge of measurement to come up at this point
7. Expect that there is information you need and don't have

Determining Purpose – Methodology

First:

- Define what consumer/community needs are to be met
- Define what you want to accomplish
- Define how the end goal will create change in the world

Ask yourself:

- If we don't do anything, why does it matter?
- What is the purpose of our existence?
- What justifies the resources spent by this committee?
- What does our community need (not what does it do)?

Finally:

- Define the scope (people impacted, geographic scope, businesses/government units, etc.)

Prioritization

Results/Discussion/VOTE

Re-cap Discussion

- Do these purpose statement(s) cover all of our aspirations?
- Is the overall scope appropriate?
- Did we dream big enough? Were we visionary?
- Are the purpose statements ambitious but doable?
- Did the process work such that we would use it again? Was it effective?

Next Steps

- Perhaps review content to date which is provided here:
 - <http://cpg.dmcbeam.org/>
- Determine how to move from purpose to action using:
 - Action Steps
 - Assignment of owners
 - Assignment of dates