



# 4

## Exercise step 1 - PE Priorities north star

Name:

### STORY OF NOW

What is your urgent PE goal? What might be priorities in the next 3-6 months? What could you achieve through successful PE? What "action" might you call upon in service of the vision? Write no more than 2-3 sentences.

### STORY OF US

#### Key stakeholders

List 1-2 stakeholders in your grassroots and grasstops, who are the target for PE efforts. Refer to stakeholder mapping from systems thinking session.

#### Motivations to tap and actions to call

What will make them act urgently in alignment with your priorities? What might they gain? What might inhibit them from acting and how will your PE efforts influence and mobilise them? Refer to the values, loyalties and losses(VLL) exercise from Adaptive leadership. If you have not mentioned them earlier, repeat the VLL exercise with the priority stakeholders.

Grassroots:

I

Grasstops:

### What does success look like?

For you:

For your organisation/initiative:

For the communities:

## CE strategy and action canvas (40 mins)

### Step 1: Where does immediate opportunity for CE lie for the case presenter? (10 mins)

- How does it align with the PE north star of the changemaker ?
- Why should the changemaker prioritise these stages? Note: You may prioritise one or more stages depending on where opportunity lies.
- How does prioritising this stage further the changemaker's objectives?

### Step 2: identify community stakeholders who are directly reached by changemaker's PE efforts (15 mins)

Community stakeholder	Objectives & outcomes
<p><i>From the list of stakeholders in PE north star, identify community stakeholders who are directly reached by your PE</i></p> <p><i>Think of specific subgroups and as much detail. Think of defining criteria of these subgroups (e.g. age, behaviour, gender, aspirations). We encourage you to write 1-line profiles of these subgroups. For e.g.</i></p> <p><i>Financially independent women of ages of 21 - 35, married and unmarried, possessing risk appetite to try digital savings platforms</i></p> <ul style="list-style-type: none"> <li>○ xxx</li> <li>○ xx</li> <li>○ xxx</li> </ul>	<p><i>What might be some of the objectives from the perspective of these stakeholders?</i></p> <ul style="list-style-type: none"> <li>● <i>Why would they want to be involved with the changemakers' efforts?</i></li> <li>● <i>What motivation can the changemaker leverage?</i></li> <li>● <i>What losses will the changemaker have to manage?</i></li> <li>● <i>What will success look like from the perspective of community stakeholders?</i></li> <li>● <i>What expectations will have to be set and managed collectively?</i></li> </ul>

## CE strategy and action canvas contd..

**Step 3: Activities and methods (15 mins)**

<p><b>(What) Activities and their sequence within the stage</b>  <i>Determine what activities the changemaker can undertake in this stage for community engagement:</i></p> <ul style="list-style-type: none"> <li>● <i>What mindsets and approaches need to shift for the changemaker and their work?</i></li> <li>● <i>What conversations will need to be curated?</i></li> <li>● <i>What interventions will need to be worked on?</i></li> <li>● <i>How will the changemaker sequence conversations, activities, interventions in this stage?</i></li> <li>● <i>Refer to the 'How CE can show up in your work' framework as a thoughts starter</i></li> </ul>	<p><b>(How) Methods to implement CE activities</b>  <i>For the activities mentioned, what methods can realise the CE outcomes?            Note: There are not just outputs, they include mindsets, internal processes and approaches as discussed in session 3.2)</i></p>
1. Development of a CE strategy	Stakeholder / ecosystem mapping
2. Adapting CE strategy / approach / language	