

MAKING MORE STRATEGIC INVESTMENTS

Real change happens when it is aligned to your local context, and your approach is designed to build a track record of success. These questions and steps should be used to guide your decisions whether you think you need start with small changes or feel you are ready to “go big.”

Step 1: Focus.

It can be tempting to try to re—design your investment strategy all at once. But for most of us, that can be too difficult to do and too daunting to undertake. Start with something manageable.



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Step 2: Know what matters to the community.

What kind of community do people want to live in, and what's standing in the way? You want to root your investment strategy in what matters to people in the community/area where you are working.



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Step 3: Look at expert research and data.

What issues are important in your community based on available research and data?



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Step 4: Figure out what kind of progress is doable.

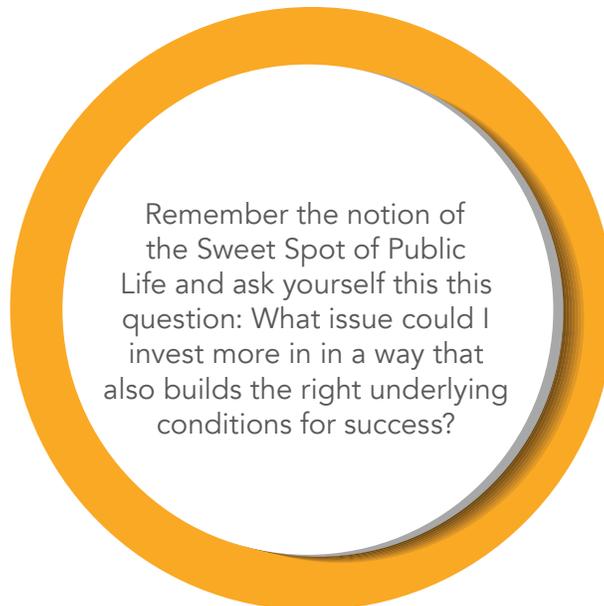
You'll want to work in an area or region where you can demonstrate progress. Remember you want to build credibility and trust in your new (or deepened) investment approach.



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Step 5: Address underlying conditions.

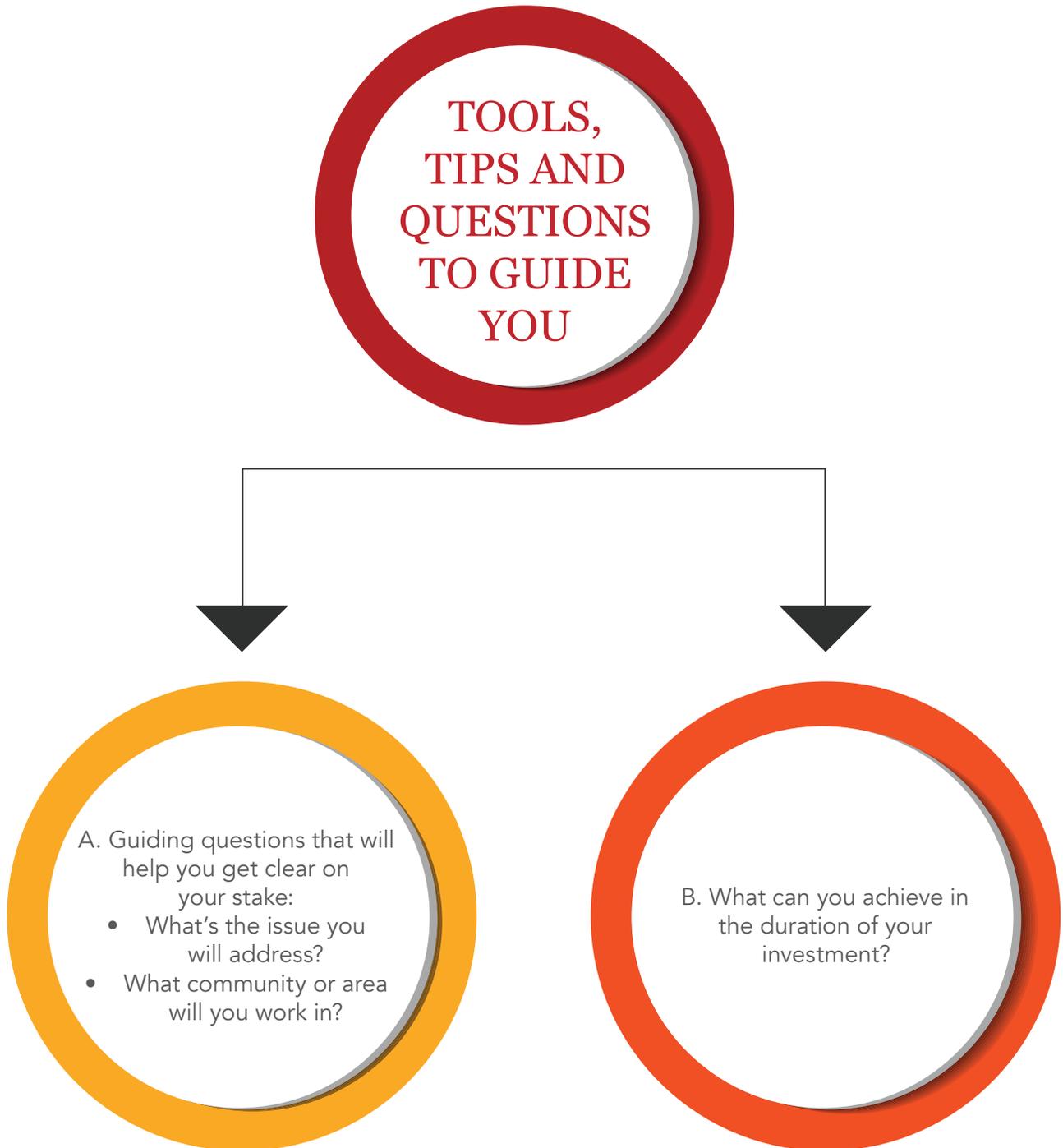
What kind of community conditions are critical to the Stage of Community Life you're in? Make sure to identify the key conditions that are necessary for making progress.



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Step 6: Put a stake in the ground.

Given what you know from Steps 1–4, where or how can you demonstrate your new or improved investment strategy and build a strong track record and greater trust?



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Step 7: Decide in whom or what to invest.

You have current investment processes. At first, use them. Don't start with reinventing the process. Instead, use the Turning Outward approach to make different choices within the process. If you're able to establish wins you can move on to bigger process changes, perhaps quickly depending on your organizational readiness for the change and the community's readiness.

