Community Partnerships
Communicating for Change
June 16, 2020

Please connect your phone to your webinar platform by dialing #(participant ID)#.
1. Welcome!
2. Reground Ourselves
3. 7-Part Presentation
4. Team Working Session: Draft Your Pitch
5. Q&A
6. Next Steps, Closing & Farewell Jenny!
Where We Are Today

Understand the System
- Engaging key stakeholders
- System Mapping

Identify High Leverage Opportunities
- May include:
  - Increasing MAT touchpoints
  - Addressing stigma
  - Expanding diversion policies
  - Handoffs between CBOs, healthcare, other

Develop a Shared Vision of Work
- Refine coalition priorities and action teams
- Create a shared vision statement and goals

Identify & Test Solutions
- Brainstorm system-level solutions
- Prototype and test 3-5 solutions
How to make a more compelling presentation to gain support and momentum for your ideas
If you learn and adopt this 7-part narrative structure you will:

- experience more engagement with the audience
- garner support from others that believe in what you’re trying to make happen
- get faster decisions or resources from those you need it from
A 7-part structure based on great story telling:

1. A CHARACTER
2. WITH A PROBLEM
3. MEETS A GUIDE
4. WHO GIVES THEM A PLAN
5. AND CALLS THEM TO ACTION
6. SUCCESS
   THAT RESULTS IN...
7. FAILURE
Our structure for fostering change

1. A story
2. The challenge
3. Your work
4. A plan for change
5. Benefits
6. Consequences
7. An ask
A little more detail

1. A story of a user or situation
2. The challenge or problem
3. How you looked into the challenge
4. Three to four points of a plan for change
5. Benefits of succeeding with the plan
6. Consequences of failing to act
7. A call for specific support and action
Presentation Inspiration: WEAVE

Honoring Cultural Healing: A Focus on the Experience of Black Women Healing from Violence

WEAVE
Presented by Timiza Wash and Astin Williams

June 27, 2019
Improving your presentation
20 or so pointers to consider
Ways to make you presentation better

- 7-part narrative structure ~ aim for 7 minutes
- Craft the first sentence you'll say for each slide to create clear transitions and flow
- Use specific visual, tangible language
- Use an image for a slide - simple and large
- Keep to the purpose of each slide in the narrative
- Put notes of what you want to say in the presenter notes, not as points on the slide
Ways to make your presentation better 2

- Use real pictures from your organization and project
- Show a specific detail that communicates a larger point
- Make one meaningful word or phrase large in the middle of the slide
- Share a compelling statistic or fact
- Vary the beat or pacing of your presentation
- Vary your voice level for emphasis
Critique your own presentation

• What's the first impression of this slide? Does it support the purpose of the slide?

• Does your text, if any, communicate directly and simply?

• Do you come into the slide with a clear and powerful sentence?

• Do your slides work well visually as a set?
Critique your presentation

• In going through your presentation, can you adjust the first sentence to create better transitions and flow?

• In going through your presentation, where do you struggle to make a clear point?

• Where are you sharing too much?
Resources for Building Your Presentation

Free images:

• unsplash.com

• pixabay.com

• pexels.com

• other CCI resources
Begin Drafting Your Presentation

1. Get together with your team in a breakout room. Faculty members may pop through to help you!
2. Identify your intended audience (eg, law enforcement, funders, navigators, etc) for the presentation. Who does it make sense to engage next?
3. Recall your learnings and insights from previous work and webinars.
4. Review, refine and practice your presentation to prepare.
   1. One team member should present it to the others.
   2. Look for ways to improve, be clearer, succinct, and use appropriate visuals.
   3. Re-present with improvements to make it better.
Check the linked Google folder to get access to this template

Community Partnerships
Presentation Template

- This template has a default font and color scheme. You can change the font and colors to match your organizations template by going to View → Slide Master. Find color and font under the “Background” section.
- You must keep the slides in a 16:9 format (widescreen).
- This template is a guide. Please adapt to meet your needs! You should, however, address the following points in your 5-7 minute presentation:
  1. A story of a user or situation
  2. The challenge or problem
  3. How you looked into the challenge
  4. Three to four points of a plan for change
  5. Benefits of succeeding with the plan
  6. Consequences of failing to act
  7. A call for specific support and action
- There are guiding notes in the notes sections of most slides.
- Add photos and videos from your work to make your presentation pop.
- Keep text to a minimum. Make no more than three points on each slide.
Practice presenting to each other. Give feedback. Refine!
Transition to Team Working Sessions
Return to main room at 11:50 pm
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<tbody>
<tr>
<td><strong>Core Program Activities</strong></td>
<td>Kick-Off Webinar</td>
<td>System Mapping Training*</td>
<td>Local System Mapping Workshop</td>
<td>CCI Virtual Convening</td>
<td>CCI In-Person Convening</td>
<td>Program Ends</td>
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<td></td>
<td>Jun 6</td>
<td>July 1-2</td>
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<td>Oct 11</td>
<td>Jan 30</td>
<td>Sept 29</td>
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<td><strong>Deliverables</strong></td>
<td>Pre-work for Systems Mapping Training</td>
<td>Individual Capabilities &amp; Coalition Team Baseline Assessment</td>
<td>Progress Report</td>
<td>Progress Report</td>
<td>Case Study Interview</td>
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<td>*Teams are expected to share lessons learned, tools, templates and participate in evaluation activities (e.g., surveys, phone interviews, assessments, etc)</td>
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**Remote Support**

- Ongoing Coach Support
- Systems Practice Support Calls: Aug-Sept
Looking Ahead: Identify and Test Solutions

Present – September 2020

Major Activities

• July 30 at 12-1:30 pm: Pitch & Feedback Session (Cohort Only)
• August 20 at 12-2:00 pm: Pitch Presentations to Community Stakeholders
• September 17 at 12-1:00 pm: Program Reflections & Wrap Up
• After September: Final Progress Report and Project Case Studies

Outcome

• Coalitions will prototype and test at least 3 systems-level solutions.
• Coalitions will create a packaged pitch to share their work with current and future stakeholders
What to Expect for July 30\textsuperscript{th} Webinar

- **Objective:** Get initial feedback from your peers and faculty members, before you share your presentation with community stakeholders.

- **Presentation Format:**
  - 7 minute presentations from each team
  - 5 minute feedback from the cohort

- **We will use the remainder of the call to prepare and set expectations for the August 20\textsuperscript{th} Presentation Showcase.**
Next Steps

**Teams:**

- **Ongoing:** Meet with Trish to refine your pitch.

- **ASAP:** Invite 2-5 community stakeholders to participate in the August 20th Presentation Showcase. Let CCI know who else you would like invited.

- **July 13:** Send a copy of your slides to CCI for feedback (optional).

- **July 30:** Come prepared to pitch to your colleagues for feedback!

**CCI:**

- **June 19:**
  - Send out reference version of webinar slides and recording
1 Minute of Affirmation Shower:

Please unmute yourself to share an affirmation/thank you for Jenny!
Thank You!

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