

Activity Introduction

When you are struggling to decide on a clear path forward or when choosing where to begin with planned strategic action, this tool can help. Use this tool to guide your Navigation Team's conversation and narrow your focus to discern what to prioritize first. You will be asking yourself a series of questions and sorting your answers. The three key questions in sequential order are:

1. **What COULD matter?**
2. **What DOES matter?**
3. **What MATTERS MOST right now?**

What COULD matter?

List all the priorities or opportunities for action that could matter to your Navigation Team. List everything. What most common needs, opportunities, or issues surfaced from the quantitative and qualitative data you've collected? If this still seems challenging or overwhelming, begin by separating the list by sectors. What COULD matter in each of the Seven Quality of Life Core Aspects of health, economy, built environment, housing, social connections, natural environment, and education? Or, perhaps separating your list by each of the key organizations serving on your Navigation Team could help capture everyone's priorities in one spot. Use a separate sheet of paper or better yet, set up a shared document or spreadsheet and have a team member capture everyone's input so it is documented and can easily be easily sorted to prepare for the next steps.



HEALTH	
ECONOMY	
BUILT ENVIRONMENT	
HOUSING	
SOCIAL CONNECTIONS	
NATURAL ENVIRONMENT	
EDUCATION	

ORGANIZATION 1	
ORGANIZATION 2	
ORGANIZATION 3	
ORGANIZATION 5	
ORGANIZATION 6	
ORGANIZATION 7	
ORGANIZATION 8	
ORGANIZATION 9	
ORGANIZATION 10	
OTHERS	

What DOES Matter?

Begin narrowing your focus by making the big categories or issues SMALLER. Look back at the list you just made and begin crossing things off. It doesn't mean those things don't matter at all. It just means they don't matter as much right now. *If you did not divide by sector in the previous section, now might be the time to do so.*

Look for priorities that either fall into multiple quality of life core aspects or are similar among multiple organizations. So you notice any sort of sequence to what you've listed? What needs to happen first or before other priorities can be addressed successfully? Which items, if focused on first, could impact the success of the other categories or potential priorities?

What MATTERS MOST RIGHT NOW?

You should now have a much smaller list to sort from where you started. Narrow the list further by asking yourselves the question, *'From these items, what matters MOST to our community right now?'* This does not mean the other items are not important, but this question helps us to get clear on what needs our attention first. Consider the idea of 'going in the right order.' We cannot make everything matter all at once.

Circle the thing(s) that matter most. You should have no more than three to five items circled by the end of this step, depending on how you categorized your list from the beginning of this exercise. Use your circled items to set direction and name the priorities your Navigation Team will focus effort and resources on for the next several years. These are the priorities are the beginning of your strategic action planning process..