



THE MAXIMIZE [MY COMMUNITY] JOURNEY™

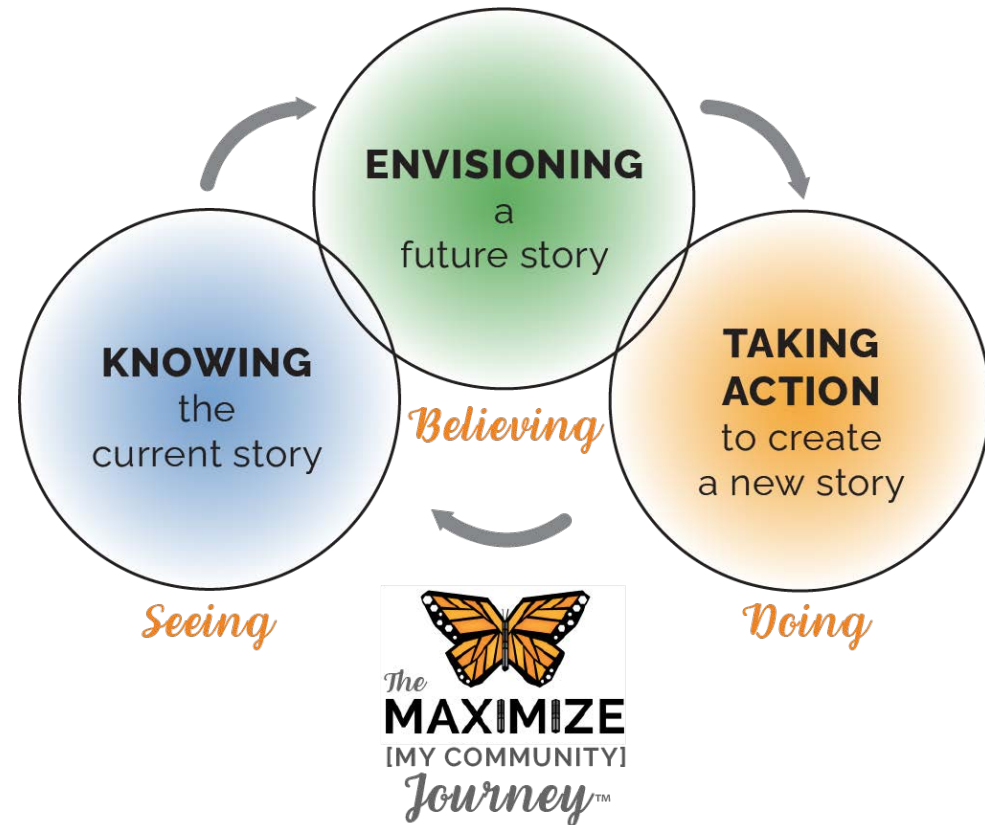
A Community Development Guide
for CollaborACTION, Resilience, and Excellence

The Maximize [My Community] Journey™ is an experience.

Leaders – informal and formal – who care about their community's vitality and the health and wealth of the people who live, learn, work, and play in them are on a journey.

At the simplest level, the journey is a continuous cycle of seeing, believing, and doing. What is known and understood drives what possibilities are envisioned and what actions are taken every day.

The Maximize [My Community] Journey is all about **building stronger communities of connection, courage, creativity, character, and collaboration** using a systematic, inclusive, and respectful approach for the people involved and impacted by the work.



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Many of the principles and promising practices included in The Maximize [My Community] Journey framework are compiled from stand-alone programs, models, and frameworks that address parts of the whole. Included are elements of the Communities of Resilience and Excellence Guide [The C.O.R.E. Guide], formerly The Communities of Excellence Framework (COE2026, 2019, 2023, 2025) adapted from the Baldrige Quality Excellence Framework (Blazey & Grizzell, 2019), Kotter's Eight Accelerators and Four Change principles (Kotter, 1995; 2020), Andrew McCrea's *Total Town Makeover* (McCrea, 2019), Orton Family Foundation's Community Heart & Soul program (Orton, 2015), the former Heartland Foundation's [now Mosaic Lifecare Foundation] Community Transformation Forums (Sabbert & Gollnick, 2015), Lawton's *Mastering Excellence* (Lawton, 2017), the Aspen Institute Community Strategies Group's WealthWorks program (Aspen, 2016), The National Main Street Center's Main Street America downtown revitalization program (NMSC, 2020), Kania and Kramer's (2011) *Collective Impact*, FSG's "The Water of Systems Change," and many more that have influenced the Maximize Northwest Missouri Navigation Team's thinking in their regional vitality work on behalf of The Community Foundation of Northwest Missouri.

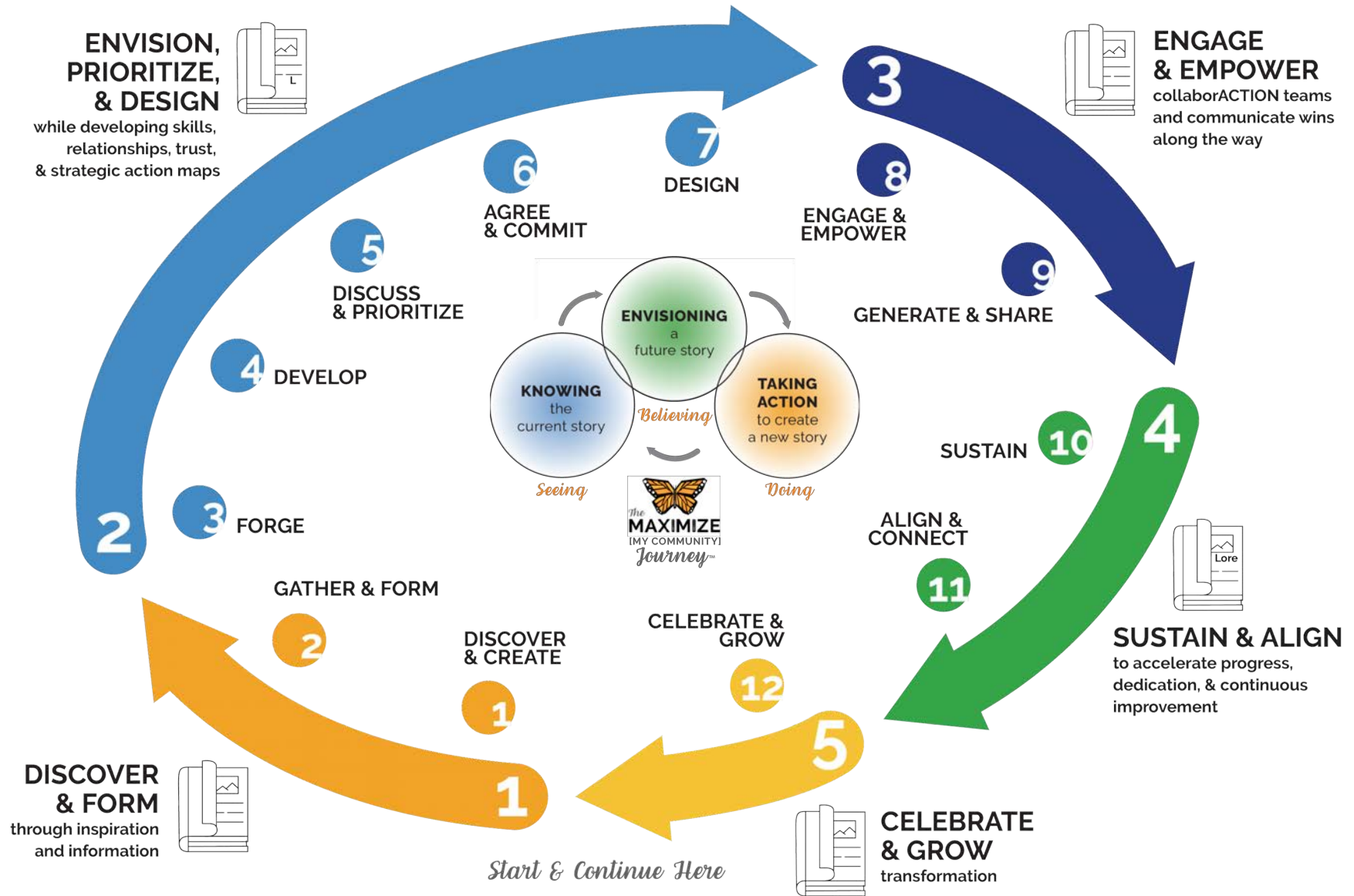
In addition, transformational and visionary leadership and teamwork principles from Gallup CliftonStrengths®, Jim Collins, Stephen Covey, Peter Senge, Kouzes and Posner, Rosabeth Kanter, Simon Sinek, Don Macke, Quint Studer, Stefano Mastrogiovanni, Elena Aguilar, Roots & Rounds™, and many others are included. Independent research and the combined professional experience of Maximize NWMO's Navigation Team are also significant contributors that have synthesized and enhanced all the elements.

Instead of being in competition with or supplanting any one of the above approaches, The Maximize [My Community] Journey includes them all while supplementing them with a unifying thread of principles and values including the addition of systems leadership, big-picture dreaming, and continuous performance improvement and excellence for generational community vitality and wealth-building.

The five milestones include and uplift existing efforts that are making progress in communities of place. The Journey helps to better align existing and new efforts so all can experience even greater outcomes more quickly by dreaming big and working together. Navigation teams of core leaders are meant to be non-competitive and non-political advocates for what the community – defined as the people living, learning, working, playing in, and serving a specified geographic place – prioritizes for itself that is bigger than what any one organization, collaborative alliance, or sector can do on its own. **The only agenda is inclusivity of many perspectives, advanced citizenship and improved healthcare and wellness, economic vitality, lifelong educational attainment, housing and built environment quality and availability, a conserved and thriving natural environment, and strong and positive social connections as the Seven Core Aspects of Quality of Life in Communities of Place.**

The Maximize [My Community] Journey™ is a how-to guide for sustainable and resilient community development that is focused on collaborative excellence.

The Maximize [My Community] Journey™

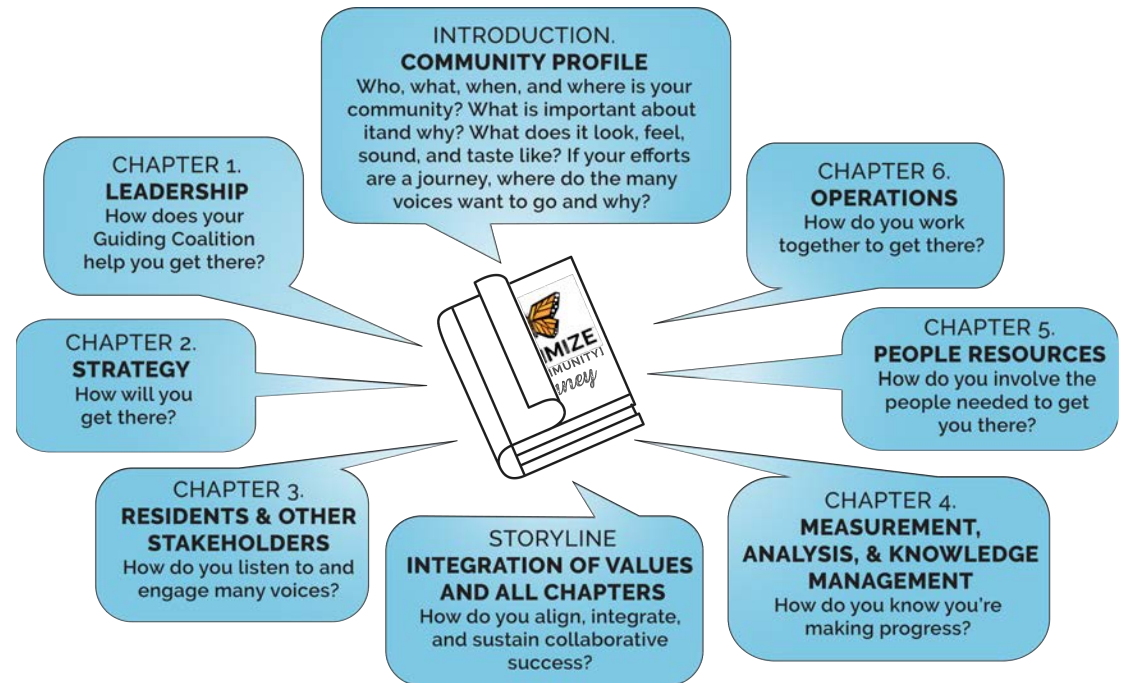


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THE 5 MILESTONES				
MILESTONE 1 DISCOVER AND FORM through inspiration and information	MILESTONE 2 ENVISION, PRIORITIZE, & DESIGN while developing skills, relationships, trust, and strategic action maps	MILESTONE 3 ENGAGE & EMPOWER collaborACTION teams and communicate wins	MILESTONE 4 SUSTAIN & ALIGN to accelerate progress, dedication, and continuous improvement	MILESTONE 5 CELEBRATE & GROW transformation
THE 12 STEPS WITHIN THE MILESTONES				
STEP 1 Discover and create a sense of urgency. STEP 2: Gather and form a guiding coalition of as many sectors and resident perspectives as possible.	STEP 3 Forge a consensus & a community vision. STEP 4 Develop a CollaborACTION Story Introduction to the community & learn about systems-thinking. STEP 5 Discuss & prioritize with all sectors & groups. STEP 6 Agree & commit to shared vision, values & opportunity priorities. STEP 7 Design strategic action maps based on in-depth quality data and stakeholder experience & learn about design-thinking.	STEP 8 Engage & empower collaborACTION teams to work through the action maps for each priority. STEP 9 Generate & share wins along the way.	STEP 10 Sustain accelerated progress & dedication through support & networking. STEP 11 Align & connect to continuously improve performance and short-, mid-, and long-term outcomes.	STEP 12 Celebrate & grow transformation through pausing to recognize success and assess for areas of improvement.

ASKING, DISCUSSING, AND ANSWERING THE RIGHT QUESTIONS TOGETHER

The Communities of
Excellence Framework
is Embedded in the Journey



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ALIGNING INVITATIONS, INVOLVEMENT, AND RESULTS

Seven Core Aspects of Quality of Life
in Communities of Place

INCLUDING AND CONSIDERING MANY PERSPECTIVES

**Community
Interconnection and
Interdependence:**
A Sample
of Who to Invite



ADOPTING AND APPLYING SHARE VALUES TO ACHIEVE DESIRED RESULTS

Core Values and Concepts

Community Systems
Perspective



Visionary Community
Leadership



Resident & Stakeholder
Focused Excellence



Community Learning



Agility & Resilience



Focus on Success
& Innovation



Management by Fact



Mutual Societal
Responsibility



Ethics & Transparency



Delivering Value
& Results



Strategic Action Map Aligned with Results for CollaborACTION

STRATEGIC ACTION MAP	VISION & Priority Areas (Strategies)	INPUTS	OUTPUTS	SHORT-TERM OUTCOMES	MID-TERM OUTCOMES	LONG-TERM OUTCOMES
	1st Level Agreed to Priority Areas 2nd Level Specific Strategies or Projects	What is needed to complete the outputs?	What will be completed to achieve the desired outcomes?	What education will be accomplished; knowledge shared; resource established, etc.?	What attitudes will be changed; behaviors exhibited; actions taken; etc.?	What is the impact desired or strategic priority attained? What is the answer to "So What?" & "Why?"
RESULTS MATRIX	1st Level Agreed to Priority Areas	What has been done to prepare for the work activity?	What has been completed toward achieving the desired outcomes?	What education has been accomplished; knowledge shared; resource established, etc.?	What attitudes have been changed; behaviors exhibited; actions taken; etc.?	What meaningful difference has been made due to the inputs, outputs, and short-mid-term outcomes?
	2nd Level Specific Strategies or Projects	Information & Resources Secured	Work Activity Completed (Planned and Discovered/Unplanned)	Evidence in Words & Numbers	Evidence in Words & Numbers	Evidence in Words & Numbers



PRACTICING SHARED RESPONSIBILITY FOR LEADERSHIP AND ACTION

Distributed Leadership System of Maximize NWMO

**DISTRIBUTED
LEADERSHIP
SNAPSHOT**
5.28.2025

