



Building Strong Teams for Community Excellence

COMMUNITY DEVELOPMENT LEADERSHIP
REGIONAL LEARNING COLLABORATIVE PROGRAM



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Session 9

GENERATE AND SHARE WINS ALONG THE WAY

May13, 2026
11:00 a.m. - 1:00 p.m.
Online via Zoom



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

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SESSION 9: GENERATE AND SHARE WINS ALONG THE WAY | BUILDING STRONG TEAMS

SHARED EXPECTATIONS

- ◆ **Be focused.**
- ◆ **Be engaged.**
- ◆ **Be open & curious.**
- ◆ **Practice courage & leadership.**
- ◆ **Demonstrate willingness to listen & collaborate.**
- ◆ **Share ideas and information.**

◆ **Practice Zoom courtesy:**

- Mute when not talking, but go ahead and talk when appropriate.
- Keep your camera on as much as possible. Your engagement contributes to everyone's positive experience.
- Everyone's voice is necessary. Listen and let everyone speak.
- Value the role of the parking lot. Your thoughts, ideas, and questions are important. We'll get to them all.



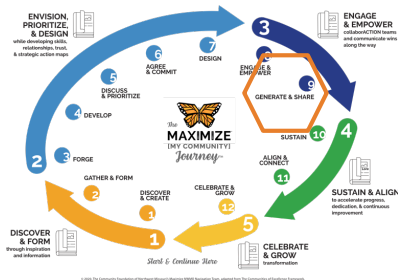
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Your Itinerary for the Year



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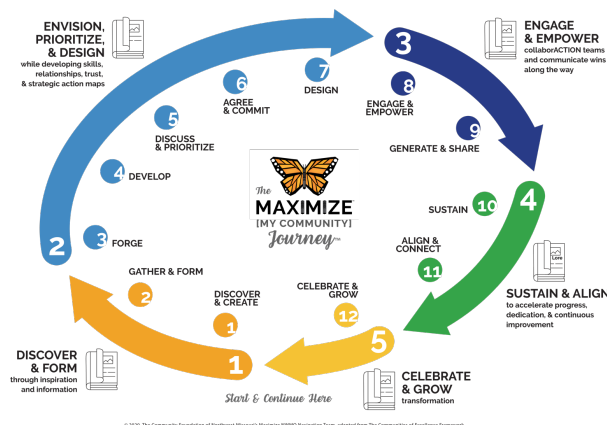
September 24, 2025 In-Person	Maximize NWMO 3 rd Annual Celebration Lunch Session 1: Discover & Create a Sense of Urgency
October 8, 2025	Session 2: Gather & Form a Guiding Coalition
November 12, 2025	Session 3: Forge a Consensus & Community Vision
December 10, 2025	Session 4: Develop a CollaborACTION Story Through Systems Thinking
January 14, 2026	Session 5: Discuss & Prioritize with All Sectors & Groups
February 11, 2026	Session 6: Agree & Commit to Shared Vision, Values, & Opportunity Priorities a.k.a. Strategic Objectives
March 11, 2026	Session 7: Design Strategic Action Maps Based on Data & Stakeholder Experience With Design-Thinking
April 8, 2026	Session 8: Engage & Empower CollaborACTION Teams to Work Through the Action Maps for Each Priority
May 13, 2026	Session 9: Generate & Share Wins Along the Way
June 10, 2026	Session 10: Sustain Accelerated Progress & Dedication Through Support & Networking
July, 2026	NO SESSION - SUMMER BREAK
August 12, 2026	Session 11: Align & Connect to Continuously Improve Performance & Outcomes
September 23, 2026 In-Person	Session 12: Celebrate & Grow Transformation: Recognizing Success & Areas of Improvement to Continue Maximize NWMO 4 th Annual Celebration Lunch

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SESSION 9 ITINERARY



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- Community Share Out from Session 8
 - What's Been Documented So Far in Your CollaborACTION Story Intro Worksheet?
- Intro to Step 9: Generate and Share Wins Along the Way
 - Coordinating CollaborACTION
 - The Importance of Storytelling in Community Development
 - Exploring Communication Channels and Tools

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STEP

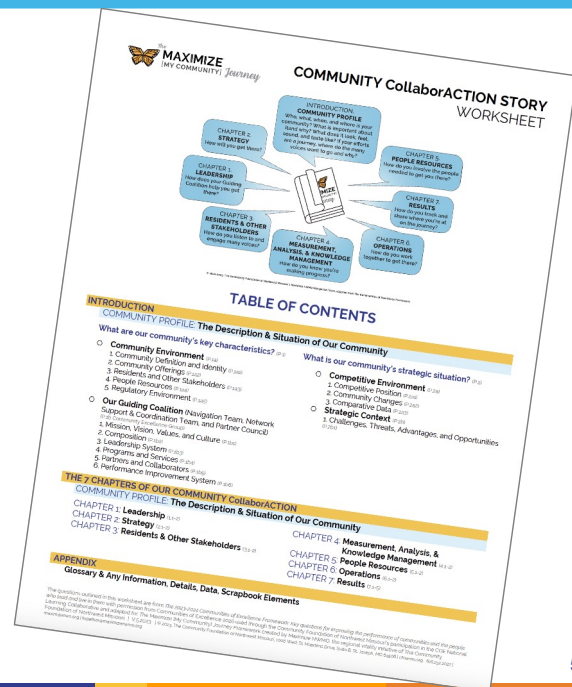
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Documenting Your Big Picture

Includes Your Community Excellence Group's Big Dreams So You Can Make Better Decisions Together



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SHARE OUT



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FOLLOW UP FROM SESSION 8

CollaborACTION

- Regardless of where you are in each of your respective Journeys, share what you have documented in the CollaborACTION Story Introduction Worksheet.

3-5 minutes

per group

Remember

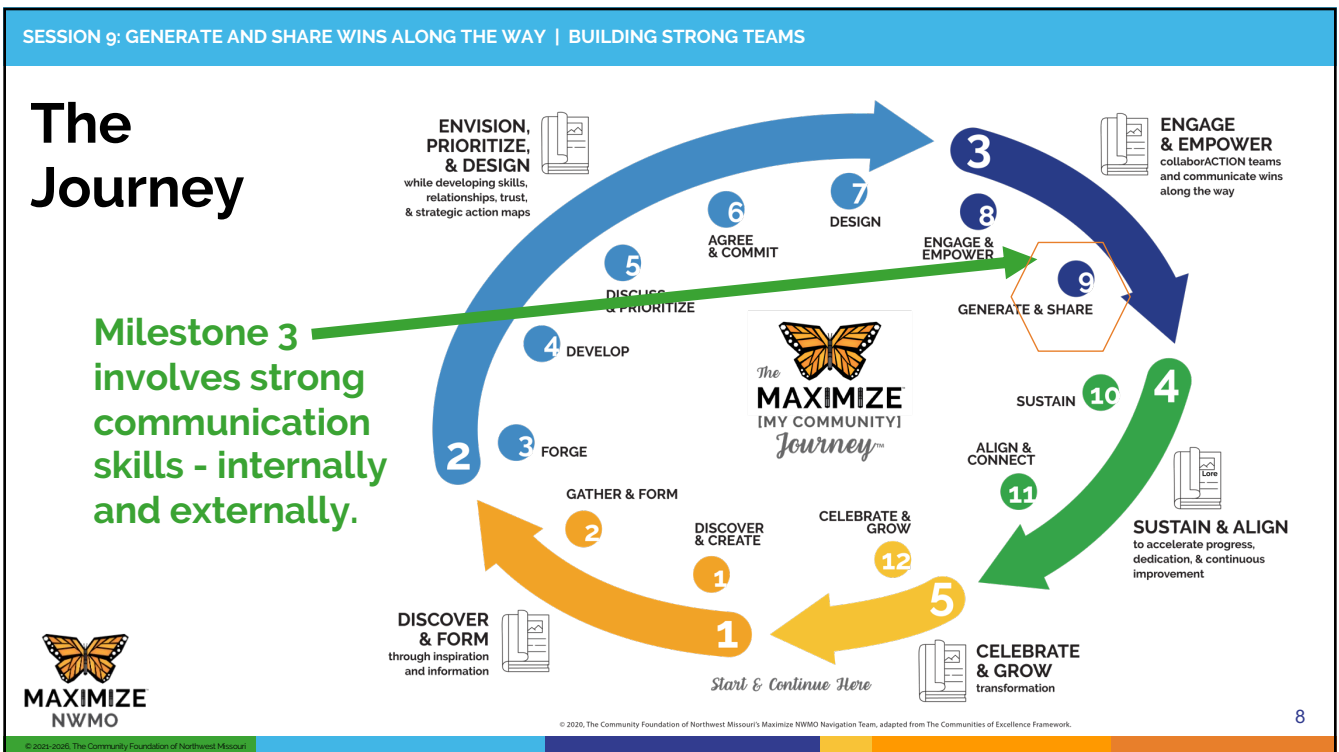
Your group will go at your own pace, so you may not have gotten to all this yet. We're interested in keeping track of and coaching your through where you are as we share the steps of the Journey throughout the year.

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STEP

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Engaging and Empowering Leaders through a Journey Propelled by Meaningful Stories of . . .

CollaborACTION

(CO) (LAB) (OR) (ACTION) (ON)
(LABOR) (ON)



© 2010, The Community Foundation of Northwest Missouri's Maximize NWMO Navigation Team, adapted from The Communities of Excellence framework.

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STEP

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The 7 C's of CollaborACTION

1. **CLARIFY** purpose *(Covered in Step 8)*
2. **CONVENE** the right people *(Covered in Step 8)*
3. **CULTIVATE** trust and respectful inclusion *(Covered in Step 8)*
4. **COORDINATE** existing and new activities
5. **COLLABORATE** for systems (network) impact
6. **CELEBRATE** wins and appreciating the people responsible
7. **CONTINUE** to improve through next cycle of action

We'll cover these two today!



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Storytelling

"Stories are the cornerstones of human connections and collaboration, drivers of our thoughts and actions."

—Bernadette Jiwa

"Storytelling is the most powerful way to put ideas into the world."

— Robert McKee



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"The most powerful person in the world is the storyteller."

—Steve Jobs

"Purposeful storytellers and effective changemakers have a strong conviction about the change they're trying to create. You need to know where you're headed before you plot your course and set sail. Being clear about your conviction enables you to speak in a way that will attract the right people and perhaps more importantly allow you to ignore the people you can't and won't influence or change."

—Bernadette Jiwa

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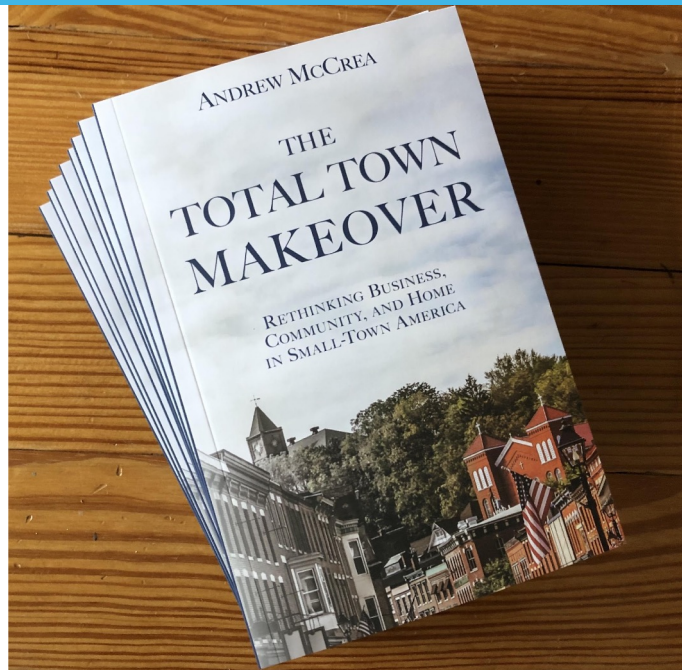
The Power of Your Story

GUEST PRESENTER:

Andrew McCrea



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STEP 9

The Power of Story

GUEST PRESENTER:
Andrew McCrea







Christel Gollnick

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**STRETCH
BREAK**



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STEP

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Top 7 Reasons for Using Stories

In Community Development Initiatives

1. Raises awareness and interest in a way that brings plans to life.
2. Connects people emotionally compelling deeper commitment to transformation.
3. Draws in many voices that may not usually be at the table.
4. Reveals what matters most to residents and customers of the community.
5. Builds understanding and more respectful relationships.
6. Brings meaning to the numbers of data and trends.
7. Anchors information by being memorable and easily repeatable...especially if they make us laugh, cry, angry, sad, happy, or hopeful!



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Elements of Great Stories

1. Relevant to the situation and audience. Every story needs a **REASON** to be told.
2. Every story starts with **CONFLICT**, crisis, urgency, or a villain.
3. Every story needs a **HERO**...a human element.
4. Every story evokes **EMOTIONS** with **INFORMATION**.
5. Every story deploys viral power. It begs to be **SHARED**!



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Elements of Great Stories

A character with a problem meets a guide who gives them a plan and calls them to action that results in either failure or success.



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StoryBrand by Donald Miller

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BREAKOUT

Motivating Through Meaningful Stories

- What is the story you would tell today about your community/county? Northwest Missouri?
- What makes your place uniquely desirable?
- What's the "villain" and "hero" elements of your story?



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STEP

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Sharing Wins Along the Way

Communication is Needed...

BEFORE

- Know your audience(s)
- Consider the message -AND- the messenger
- Plan for traditional and digital channels

DURING

- Share updates as proactively and quickly as possible
- Engage and thank throughout
- Sustain through advocate network
- Listen & respond

AFTER

- Measure & evaluate the engagement
- Create ongoing opportunities for listening, response, & updates
- Maintain relationships



Adapted by JUPER Communications, LLC from Institute for Local Government, ca-ilg.org/public-engagement

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Sharing Wins Along the Way

Examples of Early Wins

- Process Results
- Inputs & Outputs
- Short-Term Outcomes
- Mid-Term Outcomes related to the behaviors of initial Guiding Coalition and Action Network

STEP 1	STEP 6	STEP 5	STEP 4	STEP 3	STEP 2
VISION & Priority Areas (Strategies)	INPUTS	OUTPUTS	SHORT-TERM OUTCOMES	MID-TERM OUTCOMES	LONG-TERM OUTCOMES



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STEP

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Maximize Monarch Town

A Story of Successfully Building a Strong Team
Who Tangibly Improved Their Community Over Time

Let's take a quick look at how Monarch Town is tracking its results.

How might they communicate these to their residents and stakeholders?



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Coordinating Through a Spectrum of Tools



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COMMUNITY ENGAGEMENT MAP

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Goal	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Tools	• Fact sheets • Websites • Social media posts • News releases • Open houses	• Surveys • Random polls • Public meetings & comment • Focus groups • Online discussion forums	• Listening & sharing sessions • Workshops • Deliberate polling	• Guiding Coalition and Action Network consensus-building • Learning Collaborative Cohorts • Participatory decision-making	• Voting/election ballot • Delegated decisions • Citizen juries

Adapted by The Community Foundation of Northwest Missouri's Regional Vitality Initiative. Member NWMO. All in-house information is copyrighted by the International Association for Public Participation. See <http://www.iap2.org/Resource/Documents/publicparticipation/2007/02070101PublicParticipation.pdf>



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Sharing Wins Along the Way

Communication Channels & Tools



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INFORM & CONSULT

- Website, Emails, and Newsletter
- Fact Sheets and FAQs
- Comments in meetings, online discussion forums, social media, surveys, and polls
- Media Releases and Events/Open Houses
- Presentations to civic groups

INVOLVE

- Resident and other customers of the community meetings (i.e. Community Forums and Discovery Groups)
- Workshops & Design Charrettes
- Focus Groups

COLLABORATE

- Contributing residents and other customers of the community meetings (i.e. CollaborACTION Teams, Guiding Coalition - Partners, Navigation Team, Network Support)
- Working and decision-making together
- Consensus-building

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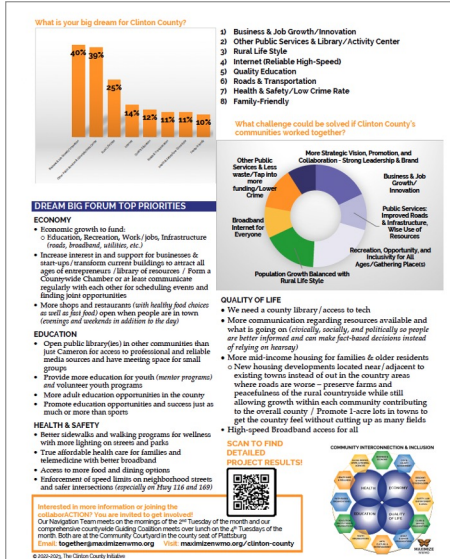
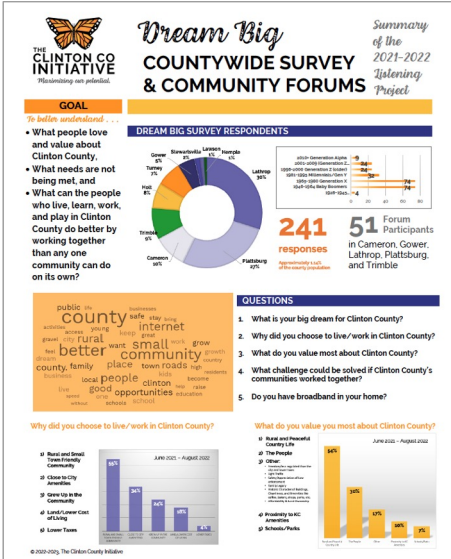
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Sharing Wins Along the Way

Use Graphics and Bullets to Keep Your Message Simple and Visual



EXAMPLE

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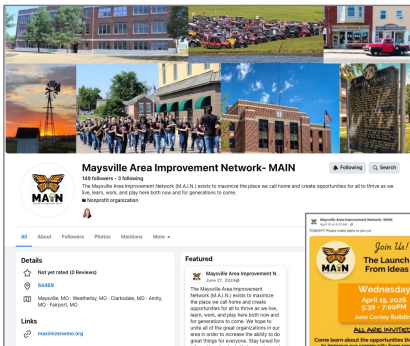
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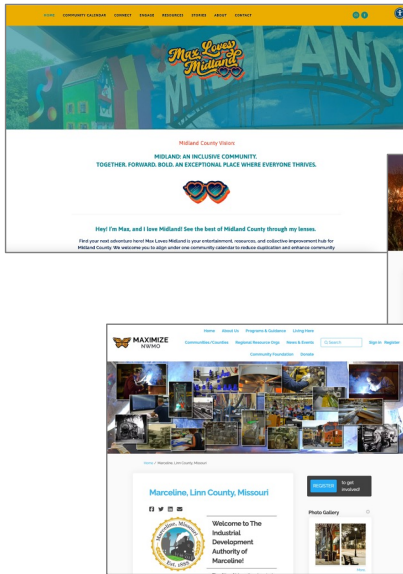
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Online Communication Tools

Website
maxlovesmidland.com



Social Media



Web Pages

EXAMPLES

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Printed Communication Tools

1/4 page Handouts



Flyer



Vertical Banners



- Power Point
- Brochure
- Business Cards
- Emails, etc.

EXAMPLES

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STEP

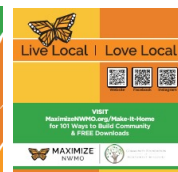
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Leverage a Regional Campaign!

Share Social Media Posts
(SUBMIT PHOTOS to be featured!!!)



4" x 9" Counter/Rack Cards



4" Coasters

2" Stickers



Posters



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DISCUSSION

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Updating Your Communication Tools

- What communication tools and platforms do you need to develop next to not only ENGAGE, but also EMPOWER and MOTIVATE your team(s)?
- What early wins or results from your journey do you need to share with your residents and other stakeholders?

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PREP WORK

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PREPARE FOR SESSION 10

CollaborACTION

- Develop a plan and timeline for communicating short-term wins (education attained) and mid-term outcomes (behaviors changed and started) with residents, stakeholders, partners, and internal members.

PREPARING FOR STEP 10

- Continue documenting your Story in the CollaborACTION Story Introduction worksheet.
- After reviewing results so far, who else do you need at the table as key partners, advocates, and collaborators?

STEP
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What's Next Week?





MAXIMIZE[™] NWMO

Wednesday, May 20 | 11:00 am - 1:00 pm

REGISTER NOW!



**Wednesday,
May 20, 2026**
11:00 a.m. – 1:00 p.m.

Calling all leaders, residents, and other stakeholders in Northwest Missouri who are interested in the economy, health, social connections, housing, the built environment, education, and our natural resources!

Online Regional 2026 Community FORUM

WHY:
CONNECT with your regional neighbors in many sectors!
JOIN in the discussion of our results from the 2025 and 2020 ALUMNI & RESIDENT SURVEY with MU Exceed's Alan Spelt!
Learn about UPDATED RELEVANT DATA as a snapshot update of the region's life expectancy, air quality, high school graduation rate, number of "not good" mental health days, median income, high-speed broadband access, and % of sub-optimal houses, and more. Also, meet the Maximize Regional Partner Council and learn what SHARED PRIORITIES they have been exploring.
Participate in a BREAKOUT DISCUSSION to listen to your ideas and desires related to local, county, and regional leadership.

WHEN:
Virtual Gathering via Zoom
Wednesday, May 20, 2026 | 11:00 am - 1:00 pm

Sign up today!



REGISTER at https://bit.ly/2026Forum_MNWMO to receive your FREE link!
The only cost is 2 hours of your time and participation thanks to the generous support of the Patterson Family Foundation for Maximize NWMO's 2025-2026 Strategic Action Plan.

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STEP

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What's Next Month?

SESSION 10 - Online

Sustain Accelerated Progress & Dedication Through Support & Networking

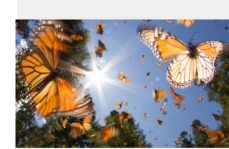
Wednesday, June 10, 2026

11:00 a.m. - 1:00 p.m.

Join Zoom Meeting

<https://us02web.zoom.us/j/87407749861?pwd=qlu7GzBXsTw0kyQJVqW1cTaNkKGOIJ.1>

Meeting ID: 874 0774 9861
Passcode: BST2025-26





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What's Coming Soon?



REGISTER NOW!



Wednesday, September 23, 2026
inspireU, Downtown St. Joseph, MO
8:30 a.m. – 4:00 p.m.

CELEBRATING YOU!

We will be recognizing the Vision, Regional Navigator & Community Navigator 2026 Awardees!

COME JOIN US FOR LUNCH & COLLABORATE!

Let's Learn & Celebrate Together!

- 8:30-10:00 a.m. | Pre-Summit Session 12 of the current 2025-2026 Building Strong Teams cohort
- 10:30 - 11:20 a.m. | **Keynote Speaker:** Building a Vibrant Community. Quint Studer, national award-winning leader, author, & philanthropist
- 11:30 - 12:15 p.m. | Regional Roundtable Discussion
- 12:30 - 1:00 p.m. | Lunch
- 1:00-1:30 p.m. | Community Progress Presentation
- 1:30-2:00 p.m. | Awards Presentation
- 2:00-4:00 pm p.m. | 1st session of Building Strong Teams + Invite to Anyone Who Wants to Stay for FREE as an Introduction

Featuring Guest Speaker



Quint Studer BSE, MSE
Co-Founder, Healthcare Plus Solutions Group
Best Selling Author, Philanthropist,
Building A Vibrant Community: How Citizen-Powered Change is Reshaping America

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Dreaming big and growing together!



together@maximizenwmo.org | www.maximizenwmo.org

Financial support for this program comes from partner contributions to
The Community Foundation of Northwest Missouri's Maximize NWMO Regional Vitality Initiative.

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OPEN ROOM

MAXIMIZE
NWMOCommunity Breakouts to
Jumpstart Your Prep Work

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STORYTELLING PREPARATION: Gathering Info and Getting Ready for an Interview with a Resident or Other Stakeholder

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NWMO**Remember your purpose for telling the story.**

- Is it to change minds and win hearts? Make sure it:
 - **Grabs the attention and interest of your audience**
 - **Provides connection by being trustworthy and relatable**
 - **Features value and the benefits that are persuasive**
 - **Answers the why in a way that compels action.**
- Our Communications CollaborACTION Team's **goal is to keep people here and attract innovative talent to the region by better connecting and promoting the region.**

Keep your audience in mind.

- **Think about their MINDSET:** What do they think, feel, say, and do?
- **Think about their MOTIVATION:** What would they like to think, feel, say, and do?
- Don't know? Think about how you would answer these questions if you were in their position.

Be curious and listen to what isn't being said.

Gently pull out the emotions behind the answers with further questions.

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INTERVIEW NOTES & QUESTIONS

Who are you? Name, gender, generation, key roles, etc.

Where are you? Location of the story.

What is your backstory? Tell me about your journey to now.

What brought you to NW Missouri?

What is this a story about?



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Why did you move/stay here? **Why** will you stay? **What** will keep you here?

Tell me about what you feel must never change about the region?

What do you hope changes soon?

Are you willing to be a part of the transformation efforts? How?

What would you say to someone similar to yourself who may be considering a move to the region? **Why** should they make NWMO their destination?

Take note of what the guiding beliefs are of the person being interviewed or entity being described? Confirm by asking if you understand correctly.

What is the entity's purpose or reason for existing?

What is your aspiration for the future? What is your vision?

What are your key activities? What's next for you here in NWMO? (Plans for growth?)

ASK FOR IMAGES (2-5)

Try to get the interviewee in at least one.

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