

Telling the Story of YOUR Future -- September 2009

Assignment Details

This is an individual exercise. You will find a scenario set one year into the future, followed by several questions to consider. **Take the next 15 minutes to respond to the questions that "speak to you" most.** And tell the story of the past year on your 11 X 17 paper.

You are encouraged to **respond graphically**, using pictures, different colors, graphs (as well as words).

The Situation

It is September 19th 2009. The Tribune is doing a special series of articles to spotlight how nonprofit organizations in SLO County have risen to the occasion under difficult economic conditions. Your organization is one of five they will be highlighting.

They have been tipped that your organization has been extremely successful in meeting the needs of your clients and maintaining a strong esprit de corps within the organization during this challenging time. Additionally they have heard that you were highly innovative, thinking outside the box, to get to this place of success. They see your story as one others can learn from and want to know the details of how you survived and even thrived during this time.

They have sent some questions (below) to you in advance to help you tell the story of the last year.

Your Task

Use the questions below to help explain how the past year has unfolded. Remember it is September 2009 and therefore your story is in the past tense.

Questions:

1. Take some time to tell the story of what is happening concerning the major parts of your organization: Service/Service Delivery; Priorities/Refocused Priorities; Organization & Leadership; Partnerships & People
 - o What are you doing now that was hard to imagine in September 2008?
 - o **Make sure the reporter can really see the full landscape of what this successful Sept 2009 looks like before moving on to other questions.**
2. What were the key turning points, tipping points, breakthroughs or breakdowns over the last year that led to this successful place?
3. How were you able to garner the financial, community and staff support to achieve this?
 - o What things did you pay attention to? What things did you avoid?
4. What hard decisions did you have to make back in 2008 that helped you achieve your current position? Where were you surprised how easy it was to get here?