From Collaborative Action to Collective Impact
System-wide change requires system-wide involvement
COLLECTIVE IMPACT
Common Agenda

- Leverage existing assets
- Cut duplication of effort
- Reward replication of success
- Early focus on buy-in
- Later on targeted systems
- Map out work of many organizations against the same indicators and outcomes
Mutually Reinforcing Activities

- Differentiated activities
- Stakeholder-specific tasks
- Coordinated via mutually reinforcing action plan
Continuous Communications

Mutually Reinforcing Activities

Shared Measurement

Common Agenda

- Establish trust
- Align work
- Recalibrate
• Catalyze and bridge
• Facilitator
• Acts behind the scenes
• Hardest to fund

Backbone Support
Backbone Support
Continuous Communications
Mutually Reinforcing Activities
Shared Measurement
Common Agenda