**Waterbury 2015**

**RBA – Session 4**

**Group exercise - creating** **culture**

1. Programmatically:

* Modelling for entire organization
* Drives programs – moves towards the organization’s goals, measures, match mission/vision based on RBA
* Training program for all staff on RBA
* Aligning cross programs – reporting
* Allows staff to be involve, group process, encourages work in cross functional teams and on a multi-level basis
* Continuously evaluating programs and applying rba at regular intervals
* Everyone is all on the same page, shared responsibility, focused on outcomes
* Gives a “why”
* Accountability to the customer and funding source to organization and program
* Gives team the opportunity to be involved in what success looks like
* Access for shifting programs/results in a thoughtful direction – including limitation if needed
* Improved efficiency in programs, sustainability of programs if facing budget cuts
* Encourages transparency – not punitive where success declines – allows revisit and pivot
* RBA successes lead to excitement/ease of new programs, id growth areas, new programs and gaps
* Strengths and deficits – allows realignment
* Prevent program creep, maintain focus
* Provide framework for conversations among staff: process, vocabulary
* Evaluate efficacy of events

Finalists?

* On the same page towards goal
* Holds program accountable to organization, consumer, funding sources
* Allows realignment as needed
* Encourages conversation

2. Organizationally:

* Use RBA in budgeting process – inform decisions re allocating resources, communication of uses of resources on annual report
* Examine marketing strategies – events, choosing best and most effective events/programs, PR re reach and effectiveness
* Accounting/bookkeeping – inform the reporting process/data, where are you getting bang for the buck?
* Fundraising – use data and information to fundraise and about the fundraising process
* Cross departmental processes- use process as a means to get input on how processes affect others. On the how well, efficiencies, elimination of duplication, streamlining
* Every department takes time to look at purpose, mission etc. – no assumptions
* Changes how you work and talk together
* Use to de-silo, collaborate vs competition
* Raise awareness re work and accountability – leads to avoiding mission creep
* A leader needs to drive the process
* HR – orient new employees, embed in evaluations, training, professional development/leadership skills, org chart informed by contribution to work

3. Board /Governance:

* Train or at least orient the board re RBA – at board retreat or briefly at meeting
* Use for strategic planning
* Use to report to board
* Use for board performance/evaluation
* Use as common language between board and staff and community ofver time
* Use to avoid mission creep
* Use to vet existing and proposed programs/events
* Enhance ambassador role – helps tell the story
* Clarify board and staff role
* Anticipate training board members may be more difficult than with staff – different perspective, depth of knowledge, expectations, commitment etc., consider cost
* Sell this to the board – get buy in. find a champion
* Use the selling point: better metrics for them
* Use for director evaluations

4. Community:

* Define your community to determine appropriate use and appropriate communication tools
* Messaging out: consistent modeled communication
* Messaging in: engaging community in developing rba surveys, stakeholder input, collaborators participation. Caution: don’t lose the story though
* Collective impact overlay
* Informing other, avoid miscommunication through carefully defined language and assumptions
* Better understanding of date – who what where
* Educate public and funders – lead with outcomes
* Convert partners into advocates
* Be careful how you use numbers – avoid miscommunication and/or breach of trust
* Consider audience capacity to absorb information
* Volunteer recruitment – impact they have
* Marketing success stories – multiplied by data
* Where we fit in population level data
* Scorecards and online access to reporting
* Tool for legislative work – communicate impact, share and leverage the same type of

information among similar organizations