INSIGHT*FORMATION* INC.

Overview Course on Community Strategy Engagement

Module	Videos	Video Time (min)
Module 1: Welcome to the Course		
	A Brief Welcome Message from your instructor (BB)	5:44
	Introducing Additional Instructors (BB)	3:45
Module 2: Overview on Learning Objectives		
	Developing Strategic Skills and Approaches to System Change (BB)	6:17
	From Program Evaluation and Collective Impact to Transformation (MQP)	14:31
	Good Intentions are Not Enough: Need for System Thinking (DPS)	1:01
	Key Issues for System Thinking (DS)	3:40
	Add info about Baseline Knowledge on key topics (BB)	
Module 3: Developing New Ways of Thinking		
	New Tools and Techniques for Leading Strategically (BB)	6:20
	New Criteria for Evaluating Transformation (MQP)	6:10
	Check Your Knowledge	9:57
Module 4: An Introduction to Strategy Maps		
	Strategy Maps - Background and Structure (BB)	8:28
	Importance of Strategy Maps and Strategy Management (JMB)	4:42
	Check Your Knowledge	
Module 5: Using Strategy Maps to Break Down Silos		
	Use of Strategy Maps and Community Strategy Measures (BB)	4:53
	The Value of Strategy Maps (JMB)	4:50
	Importance of Improving Alignment around Strategy (BB)	2:30
	Check Your Knowledge	
Module 6: Introduction to the OMTA Model		
	Introduction to OMTA (BB)	4:15
	OMTA Model Guidebook (PDF)	
	New Practices for Strategy Engagement & Implementation (BB)	3:15
	Check Your Knowledge	

** Instructors: BB- Bill Barberg   MQP- Michael Quinn Patton   DPS- David Peter Stroh

Module	Videos	Video Time (min)

Module 7: Understanding Zoomabilty

Introduction to Zoomable Strategy Maps (BB) 5:01
Check Your Knowledge

Module 8: A Case Study of Using System Thinking and "System Maps"

Differences between Strategy Maps & System Maps (BB) 5:23
Using System Thinking to Address Homelessness -Part 1 (DPS) 9:18
System Thinking to Address Homelessness - Part 2 (DPS) 3:26
Check Your Knowledge

Module 9: Strategy Maps in Practice

Strategy Maps in Practice (BB) 9:49
Many Ways that Strategy Maps Enable System Transformation (BB) 10:35
Check Your Knowledge

Module 10: Using Strategy Maps for Alignment and Impact

How Usage of Strategy Maps is Different from Typical Approaches (BB) 10:04
Check Your Knowledge

Module 11: Mutually-Reinforcing AND Mutually Beneficial Activities

Creating Mutually-Reinforcing AND Mutually-Beneficial Activities (BB) 4:53
Check Your Knowledge

Module 12: The Power of 'Assists'

Harnessing the Power of 'Assists' (BB) 7:17
Check Your Knowledge

Module 13: Example of a Zoomable Strategy Maps to Prevent and Address Homelessness

Tour of Zoomable Strategy Maps to Prevent and Address Homelessness (BB) 7:01

Module 14: Upgrading SMART Objectives to OMTA

Upgrading SMART Objectives to the OMTA Model (BB) 9:04
Check Your Knowledge

Module	Videos	Video Time (min)

Module 15: Case Study - Communities of Hope

Communities of Hope Part 1 .... 13:55

Communities of Hope Part 2

Module 16: Theories of Transformation

Theories of Transformation

Strategy Maps, System Thinking and Theories of Transformation

Module 17: Changing Systems

Waters of System Change and the Geels Framework

Module 18: Case Study of Transforming the Family Justice System in Canada

Module 19: Applying System Thinking

Module 20: Powerful Technologies to Support Collective Impact and System Change

Get Started Today

Meet Your Instructors

Bill Barberg, a co-founder of the Population Health Learning Collaborative, is the President and Founder of **InsightFormation, Inc**., a Minnesota-based consulting and technology company that helps communities, regions, and states address complex social and health issues that require multi-stakeholder collaboration. His deep background in strategy implementation has been featured in dozens of conference presentations and webinars, and he both organized and hosted the recent virtual summit on *Innovations in Naturally Affordable Housing*. He has been a pioneer in many projects that have pushed forward the practices for achieving *Collective Impact* on a wide range of issues—from addressing the opioid crisis to transforming housing re-developments into Communities of Hope in Detroit.

Michael Quinn Patton is the Founder and CEO of *Utilization-Focused Evaluation*, an independent organizational development, and program evaluation organization. He has authored numerous books on evaluation, including Blue Marble Evaluation (2019), Principles-Focused Evaluation (2018), Facilitating Evaluation (2018), Developmental Evaluation (2010), and Utilization-Focused Evaluation (2008).

Patton has received both the Alva and Gunnar Myrdal Award for "outstanding contributions to evaluation use and practice" and the Paul F. Lazarsfeld Award for lifetime contributions to evaluation theory awarded by the American Evaluation Association.

David Peter Stroh is a founding partner of Bridgeway Partners and a founding director of *www.appliedsystemsthinking.com*. He was also one of the founders of Innovation Associates, the consulting firm whose pioneering work in the area of organizational learning formed the basis for fellow cofounder Peter Senge's management classic *The Fifth Discipline*. David is internationally recognized for his work in enabling people to apply systems thinking to achieve breakthroughs around chronic, complex problems and to develop strategies that improve system-wide performance over time.