

# Startup Support: How to grow/sustain my new project/community?

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AVP Innovation and Impact

Second Gathering

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# What to expect in a network?

Co-construction around the questions you are want explored



Let us share what we know of the paths

And then together

We may find the ones that succeed.

Reb Chaim Halberstam of Zanz

# When we were together last:

1. Get to know one another and one another's projects and questions

2. Use two tools:

## Developmental phases of organizations

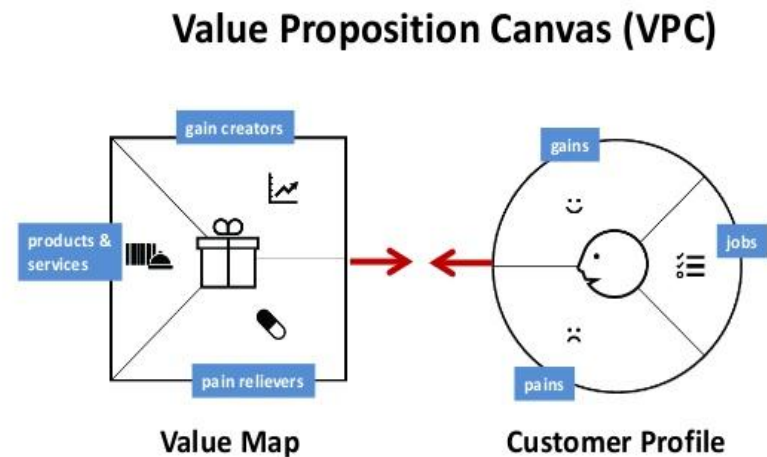
Startup; mezzanine, legacy

**Start-Up** organizational challenges are mostly foundational and survival focused. Funding; Staff/volunteer expertise

Sustaining enthusiasm; Refining mission/vision

Absence of administrative systems; Ab  
measurement

## 2. Value Proposition Canvas



# Today and Going Forward

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1. Get to know one another and one another's projects and questions. A pitch.
2. A startups: espoused and lived values
3. Your questions and needs

# Welcome--Connection

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*Please share your pitch:*

For [ Name your TARGET AUDIENCE],

who has a [NEED—what is your target’s audience’s need?],

the [Project NAME] is a

offers a [KEY BENEFIT].

Unlike [COMPETITION], we are [DIFFERENT IN THIS KEY WAY].



# Espoused values and lived values

## Walk and talk

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You are building an organization because of your passion for a cause or a purpose. But how can you make sure your organization's culture—both as experienced by those who work there and those who engage with your work—expresses the values and purpose that animate your organization?

Dr. Rob Weinberg

# The Culture You are Building

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## Organizational Culture:

A system of meaning, commonly understood as “how we do things around here,” that manifests in artifacts, norms, values, and assumptions;

## Consider:

How an organization’s espoused values are (or are not) expressed to employees, participants, and partners through policies, behaviors/practices, and decisions; and assumptions.

## Identify:

What actions can they take to bring the culture that their employees, participants, and partners experience into greater alignment with the values they espouse.



# Guided Imagery: Your participants

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# Values-stated and experienced-how do you know?

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# Three actions that make the walk and talk align?

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# Questions for your colleagues—what’s bubbling?

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# Reflections and Next steps

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Meet together: January 11, 2018

Did you meet someone today you'd like to have a "virtual coffee with?"

