1. The Architecture of Action

I want ___________________________ to _______________________________.

2. Choose a statement that interests you, circle it, and discuss it with a partner.

HEART
• Change happens when you speak to people’s feelings.
• Appealing to someone’s aspirations is more powerful than focusing on deficits.
• Board members must see themselves in the story making a positive impact.

BRAIN
• Novices use thinking skills. Experts use knowledge.
• We remember about 58% of what we hear after 20 minutes, 33% after a day.
• We can influence people to take action by reminding them of their values and our shared identity.

3. What are the four barriers to action?
   a. Be specific about one barrier in the way of your person.
   b. What will you do to address it?

4. What are the three accelerators of action?
   a. Who is on this person’s team?
   b. When will this person stop and reflect?
2. Boards in Gear
Boards in Gear is one model for designing experiences over information. Name one way this connects with you.

3. Activating Your Board

I want ___________________________ to ____________________________.

Person                          Action verb

I realize that are some barriers in the way, one of which is ____________________________.

Barrier

I am going to deal with this barrier by ____________________________.

Action verb +

I want really this person to succeed, and so I am now going to focus on three accelerators of action. Because of the good work I have done so far, this person now holds their own goal for this work. It is: ____________________________.

Goal

This person’s team is made up of ___________________________ and ___________________________.

Person                          Person

I am going to make sure that this person has time and space to think in a deep and structured way by setting aside time ___________________________ and ___________________________.

When                          When

I will know when this person succeeds because I will observe ___________________________.

Action

SELECTED READING

All four of Washington Nonprofits’ board toolkits can be found at wanonprofitinstitute.org.

Boards in Gear - Finance Unlocked for Nonprofits - Let’s Go Legal - Strategic Planning in Nonprofits

Articles
“Change or Die”: https://www.fastcompany.com/52717/change-or-die (May 1, 2005)
Interesting articles on behavioral economics: https://www.artefactgroup.com/resources/

Selected books
Presuasion: A Revolutionary Way to Influence and Persuade, Robert Cialdini (2016)
Switch: How to Change Things When Change is Hard, Chip & Dan Heath (2011)
The Power of Habit: Why We Do What We Do in Life and Business, Charles Duhigg (2014)
Thinking, Fast and Slow, Daniel Kahneman (2011)

Design
Instructional design behind Washington Nonprofits toolkits and “Aim for Action” video: https://chunkflipquidedlaugh.com
Action Mapping (Cathy Moore): http://blog.cathy-moore.com/action-mapping/