



"THERE IS NO POWER FOR CHANGE  
LIKE A COMMUNITY DISCOVERING  
WHAT IT CARES ABOUT"

- Margaret Wheatley, *Turning to One Another*



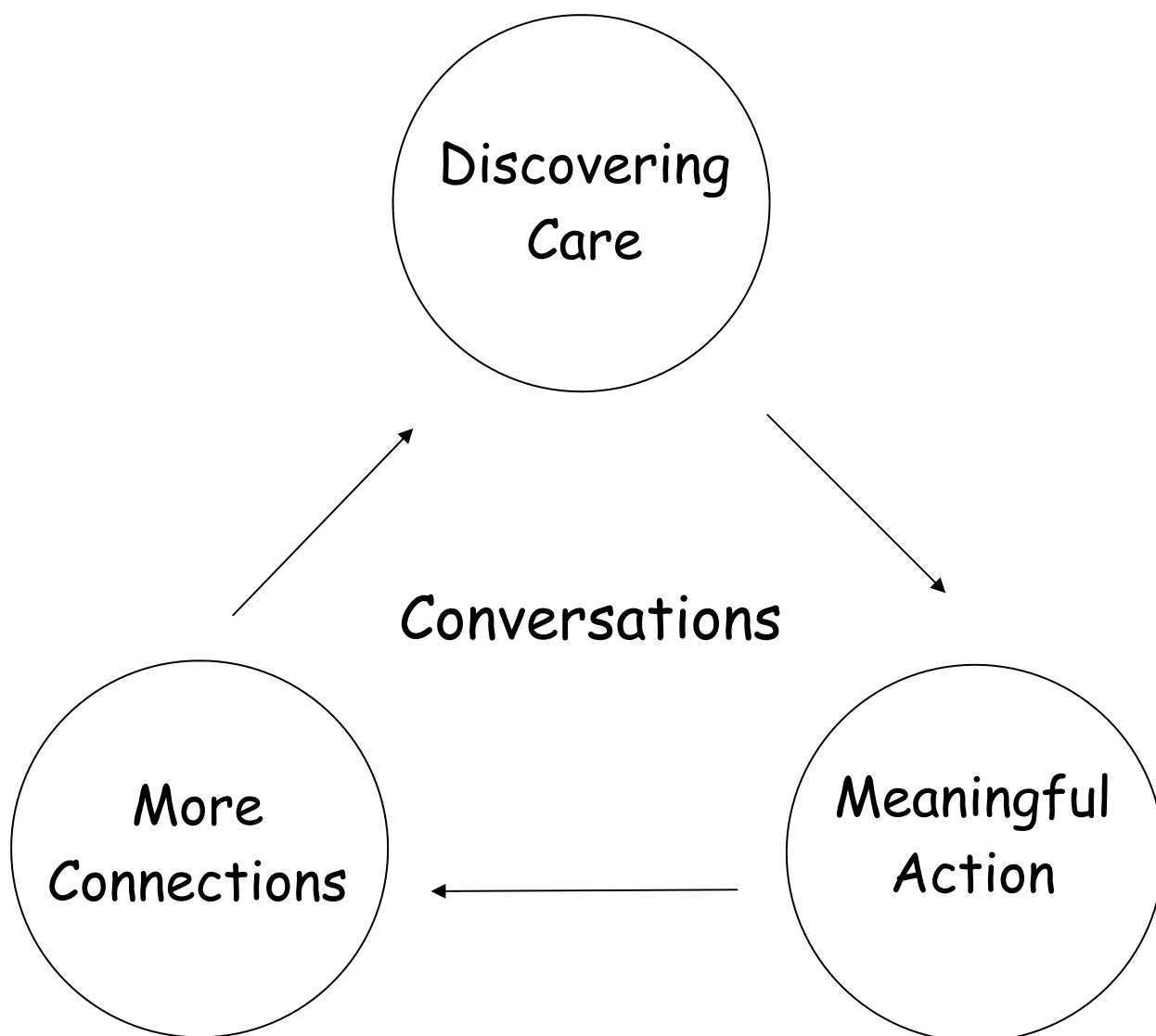
## Community: A Place Filled With Care

Care remains invisible unless you have conversations about what people care about.

People may not care about what you want them to care about.

Care must be discovered through relationships that are built on purpose.

Learning conversations are the way to build relationships that make care visible.





## Building Block of Community

Individuals with gifts  
Associations  
Congregations  
Non Profits  
Government  
Businesses  
Local economy  
Physical world

Woven through by  
willingness to act on  
care revealed by  
listening & asking

.....

## Individual interests to common interests

- Find Assets
- Mobilize Assets
- Connect Assets

LISTENING

ASKING



## LEARNING CONVERSATIONS

Care= Motivation to Act "What will I go out the door and do something about?"

Concerns — what I don't want to happen

Dreams — what I want to create

Gifts to give

Reflect: how do I know when I have heard something that the person is motivated to act on vs. just an opinion?



## Less Successful

### Start with the answer

Decide on an answer and try to get people involved in doing our answer.

## More Successful

Starting with learning conversations

How do people see the situation?

What do people have?

What do people want to offer?



ANSWERS

OR

QUESTIONS



NEED

WANT



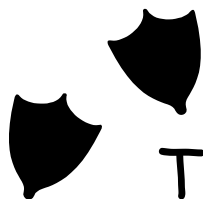
SERVICES

MOBILIZE  
ASSETS



CONSUMERS

CITIZENS



## TO GET THE RIGHT DUCKS YOU NEED THE RIGHT DUCK CALL!

The Right Ducks — Connector leaders have trust, influence, and a following



The Right Duck Call — Discovering what people care enough about to act on.

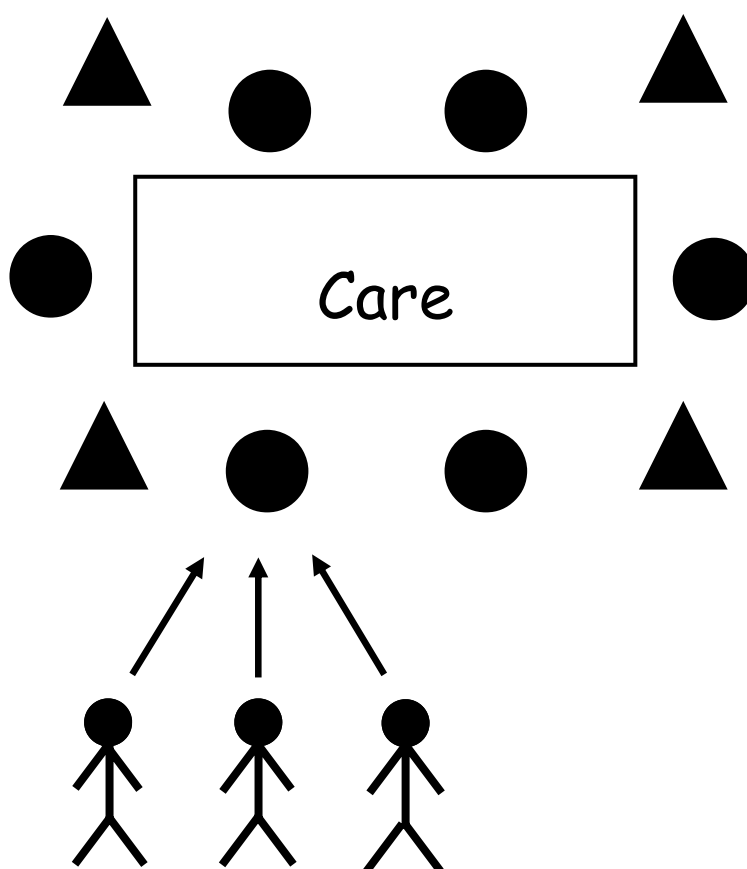


A community is mobilized through relationships and motivation to act.





## Community Partnerships That Really Work



WELL CONNECTED LEADERS CAN  
ENGAGE THE WIDER COMMUNITY  
TO ACT ON WHAT THEY CARE ABOUT