

Building
THE up SOCIAL ACTION
ADVANTAGE™

A program of

Building
up



Building Up provides consultation and training services in the areas of team building, leadership development, mentoring, community partnerships, dealing with change, succession planning for family business, conflict resolution and inspiring people. The founder of Building UP, Wendy Bulloch, believes in stimulating others to be innovative, creative, and collaborative while embracing change.

Wendy Bulloch has a degree in Home Economics from the University of Manitoba and she completed her Certificate in Adult and Continuing Education in June 1997. One of 30 Canadians from across Canada to participate in the Canadian Agriculture Lifetime Leadership Program she received a Certificate in Leadership from the University of Saskatchewan and the Canadian Farm Business Management Council in 1999. In August 2004, Wendy completed her Business Retention Economic International Consultant Certification from the University of Minnesota.

An experienced team leader Wendy has had the opportunity to motivate both staff and volunteers through previous full time work with Growing Manitoba, Agricore and Manitoba Agriculture and Food as well as through work with her Building Up clients. Wendy is a partner in Ceres Forte Inc., a national, non-partisan community of leaders dedicated to working co-operatively to forward the agricultural industry within Canada and around the world.

Adept at building and maintaining client relationships and partnerships as well as developing a diverse business network, Wendy is committed to continuous development in all sectors.

ACTIVITY

How would you define or describe what the Social Action Process is?

Social Action Model Objectives:

1. As Community leaders recognize the change around us in order to preserve or improve standards.
2. To understand the social action process/model is a conceptualization of how directed change takes place.
3. To understand how the social action model can be implemented as a successful community problem solving tool.

Ground Rules

- **This session belongs to YOU, and its success rests largely with you**
- **Enter into discussions ENTHUSIASTICALLY**
- **GIVE FREELY of your experience and knowledge**
- **CONFINE your discussions to the problem at hand**
- **Only ONE conversation at a time**
- **Be PATIENT with other participants**
- **APPRECIATE the other person's point of view**
- **RESPECT the confidentiality of the group**
- **Work towards CONSENSUS**

Key Trends, Accomplishments and Lessons Learned in Community Problem Solving

KEY TRENDS	ACCOMPLISHMENTS	LESSONS LEARNED

“QUOTE”

“Leaders of the future-visionary leaders will need the traits and capabilities of leaders through out history: an eye for CHANGE and a steadying hand to provide both vision and reassurance that change can be mastered, and shapes it to constructive ends, and an ability to inspire by force of personality while making others feel empowered to increase and use their own abilities.”

Source: Rosabeth M. Kantor -

World Class: Thriving Locally in the Global Economy

15 Step

Social Action Model

by G.M. Beal and J.M. Bohlen

- 1.
2. **Convergence of Interest**
- 3.
- 4.
- 5.
6. **Legitimizing with Key Power Figures**
7. **Diffusion Set**
- 8.
- 9.
10. **Formulation of Goals**
- 11.
- 12.
13. **Mobilizing Resources**
- 14.
- 15.

SHAPES Model

Phase 1 - Pre-identification of Needs

Phase 2 - Need identification

Phase 3 - Objective Setting

Phase 4 - Planning

Phase 5 - Action

Phase 6 - Assessment and Monitoring of Effects

Source: Davie, Lynn et al., Shared Process Evaluation Systems: SHAPES, Ontario Institute for Studies in Education, Toronto, Canada, 1975.

SHAPES Activity Groups Discussion

1. Were you able to identify steps in problem solving?
2. What is your impression of this community problem solving model?
3. Is it realistic? Is it a process that could be implemented into a community problem solving situation?
4. What were some of the challenges your group experienced in doing this exercise?

Seven Steps Model

1. Defining the problem	<ul style="list-style-type: none"> - Establish a citizen's advisory committee - Orient the advisory committee
2. Determining the causes of the Problem	<ul style="list-style-type: none"> - Specify the purpose of the study - Decide whos needs are to be determined - Identify and select procedures for carrying out a needs assessment study - Determine needs - Place needs in priority order and decide which ones are to be acted upon
3. Developing Alternative Approaches	<ul style="list-style-type: none"> - Secure input regarding strategies from the target group, community organizations and individuals knowledgeable about the subject matter and community legitimizers.
4. Assessing the consequences of each Alternative	<ul style="list-style-type: none"> - Introduce relevant facts and research documents
5. Selecting a Solution Among the Alternatives	<ul style="list-style-type: none"> - Synthesize the information gathered in Steps 3 and 4 for determination of the best alternatives. - Consider the human and material resources needed before settling on a specific strategy.
6. Implement the chosen Alternatives	<ul style="list-style-type: none"> - Develop a plan of action which considers and includes <ul style="list-style-type: none"> -activities to be carried out -organizations/individuals responsible for carrying out the activities -human/material resources needed -timetable for completion of activities - Train organizations and individuals as needed
7. Evaluating the Solution	<ul style="list-style-type: none"> - Evaluate "process" and "outcome" of the project

Source: Cordes, Sam M., "Public Problem Analysis." Community Affairs Series No. 1 Pennsylvania State University, College of Agriculture Extension Services.

VALUES and BELIEFS

VALUES are perceptions of what is good or bad

Values are subject to change and should be constantly reassessed;

Each individual must be open to the constructive criticism and viewpoints of those who place a different emphasis on certain values;

Values are subject to different interpretations and have a limit to their desirability.

BELIEFS are ideas of the way things really are

Confusing the symptoms of a problem with its causes;

Jumping to conclusions;

Developing general conclusions from limited and/or unrepresentative observations;

Oversimplifying the analysis;

Distorting conclusions beyond the factual base;

Assuming what is true of the pieces is also true of the whole;

Judging the person instead of the ideas presented

Judging the response instead of the ideas presented.

Source: Cordes Sam. M.

A Comparison of Three Social Action Models

Beal and Bohlen	Lynn Davie, et al	Sam M. Cordes
1. Analysis of the existing social system	1. Pre-identification of needs	1. Defining the problem
2. Convergence of interest	2. Need identification	2. Determining the causes of the problem
3. Analysis of the prior social situation	3. Objective Setting	3. Developing alternative approaches
4. Delineation of the Relevant Social Systems	4. Planning	4. Assessing the consequences of each alternative
5. Initiating Set	5. Action	5. Selecting a solution among the alternatives
6. Legitimation with key Power Figures	6. Assessment and Monitoring of Effects	6. Implementing the chosen alternative
7. Diffusion Set		7. Evaluating the implemented solution
8. Diffusion of Need to General Social System		
9. Decision to act		
10. Formulation of Goals		
11. Decision on Means to be Used		
12. Plan of work		
13. Mobilizing Resources		
14. Action Steps		
15. Evaluation		

Looking Back....

In past activities or work you have done on community problem solving - are there some steps that you have missed implementing?

What impact would these missed steps have had if they had been implemented on a more successful, positive outcome?

