LYNN H GRAY
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PROPRIETARY MATERIALS: THEIR OWNERSHIP AND USE

THE MATERIALS INCLUDED IN THIS POWERPOINT SLIDE PRESENTATION WERE DEVELOPED AND ARE OWNED BY LYNN H GRAY AND LIM/DEV.

THEY ARE PROPRIETARY TOOLS, WHICH ARE NOT FOR GENERAL DISTRIBUTION. THEY CAN BE USED BY INDIVIDUALS WHO HAVE EXPERIENCED THEM IN WORKSHOP SETTINGS THAT MR. GRAY OR MEMBERS OF HIS TEAM HAVE CONDUCTED.

IF YOU HAVE QUESTIONS OR NEED FURTHER CLARIFICATION, PLEASE CONTACT HIM AT METALYNN2@MSN.COM

303 237 1067 OR 917 597 4809 [USA]

THANKS
PRESENTATION NOTE:

THE MATERIALS IN THE WORKSHOP WERE PRESENTED USING THE ‘SHOWCARDGOTHIC’ FONT.

IF THE PPT SLIDES LOOK DIFFERENT TO YOU, PLEASE CHECK TO SEE IF THEY HAVE DOWNLOADED INTO THE CORRECT FONT. IT IS A ‘TTP FONT’
UNICEF
WASH/CATS 2
WORKSHOP
NOVEMBER 2-5, 2010
HOUSE OF THE REDEEMER, NYC

WELCOME
UNICEF
WASH/CATS 2
WORKSHOP

WELCOME
DAY 1
THE HARDEST TASK IN THE MODERN ORGANIZATION IS BUILDING AND SUSTAINING AN EFFECTIVE TEAM THAT CONSISTENTLY REACHES ITS CHOSEN TARGETS... A TEAM THAT IS HIGH PERFORMING

ATTRIBUTED TO PETER DRUCKER
UNICEF CATS LEADERS MUST DEVELOP AND LEAD TEAMS
UNICEF CATS 2 WORKSHOP
UNICEF WASH CATS 2 workshop will focus on

+++++++  
STRATEGIC CATS MODEL >> GOING FORWARD

SHARED INSIGHTS, QUESTIONS, VISION

STRENGTHENING THE CATS 2 TEAM
DAY 1

1. WELCOME: CLARISSA BROCKLEHURST

2. WORKSHOP PROCESSES & PROTOCOLS

3. CATS 2 ORIENTING-PRESENTATIONS
   EQUITY IN CATS
   REGIONAL DIMENSIONS
   CO: ELEVATOR & INNOVATION

4. CATS TEAM REFLECTIONS/IDEAS
DAY 2

1. CATS 2: GOING DEEPER
PRESENTATIONS: EXPERIENCE & IDEAS

2. THINKING OUTSIDE OUR BOX

3. PROACTIVE TIPPING POINTS

4. ORGANIZATIONAL SUCCESS CONTEXT

5. BECOMING WILDWILDWILD
DAY 3

1. INPUT FROM CATS’ GUESTS: 5 PRESENTATIONS, WITH EXPERTS

2. REFLECTING ON INPUTS & IMPLICATIONS

3. REVISITING TIPPING POINTS

4. BEING AN EFFECTIVE PLAYER IN A COMPLEX WORLD
DAY 4

1. ADDITIONAL INPUT/PRESENTATION

2. CATS 2 ACTION PLAN
   30 - 60 - 100 DAY TARGETS

3. FEEDBACK TO CLARISSA BROCKLEHURST

4. WORKSHOP CLOSURE
SPECIAL PROPOSITION: THE ‘IN LIEU OF’ IDEA

BECAUSE THE WORKSHOP IS IN THE CITY ... AND NOT AT AN OVERNIGHT CONFERENCE CENTER ... WE RUN THE RISK OF NOT HAVING ALL THE RIGHT KIND OF ‘HANG TIME’ TO MEET AND SHARE WITH EACH OTHER. LOTS OF GOOD STUFF HAPPENS AT THE BAR ... IN OTHER SETTINGS.

THE PROPOSAL: WE EXTEND THE WORKSHOP DAY UNTIL 6 OR 6:30 ON BOTH WEDNESDAY AND THURSDAY ... SO THAT WE CAN HANG OUT TOGETHER. WE MAKE EACH EXTENTION ‘OPTIONAL’ AND COOL ... NOT JUST ‘MORE WORKSHOP’ ONE EVENING WILL BE AN ‘OTHER DOCUMENTARIES VIEWING’ EVENT; THE OTHER AN ‘I CAN’T BELIEVE YOU DID THAT’ EVENT.
DOES THE OVERVIEW AGENDA CAPTURE YOUR HOPES, NEEDS & EXPECTATIONS FOR THE WORKSHOP?
INTRODUCING
THE
’SSTOP/REFLECT’
TOOL
A WORKSHOP DEVICE
TO TRIGGER DEEPER REFLECTION...
A SIMPLE TOOL TO PROMOTE HEARING & DIALOGUE
STOP: BEFORE YOU TALK
REFLECT: ON WHAT YOU WANT TO SAY
THEN TALK...
IN ORDER TO SHARE AND LEARN
Most people don’t listen with the intent to understand; they listen with the intent to reply.

Stephen Covey
7 Habits of Highly Effective People
WHEN LISTENING, THEY WAIT NOT FOR CLARITY OR AN INSIGHT...AN AHHAAA!!!

"I SEE & HEAR WHAT YOU'RE SAYING... COOL AND THANKS"

BUT INSTEAD FOR A PAUSE, WHEN THE OTHER PERSON TAKES A BREATH...
LET'S PRACTICE

STOP/REFLECT USING GUIDED CONVERSATIONS
But first let's introduce another workshop process: monitoring your personal interactive map.
YOUR INTERACTIVE MAP
KEEP A CLEAR MENTAL COUNT
THAT MONITORS ONLY ONE
DIMENSION OF THE WORKSHOP:
THE NUMBER OF
COLLEAGUES YOU WORK
WITH DURING THE
WORKSHOP
The Interactive Map Goal for the Team

Everyone works directly with everyone else...

You will have several opportunities to choose to be on teams with random colleagues... so mix it up!!!
THINK OF EVERYONE ELSE IN THIS ROOM AS SOMEONE WHO CAN CONTRIBUTE TO YOUR OWN GROWTH AND SUCCESS...

AS A MANAGER, LEADER, THINKER, INNOVATOR, AND BETTER HUMAN
THINK OF THIS PROCESS AS LEADERSHIP NETWORKING...

TO START PICK OUT SOMEONE YOU DON'T KNOW WELL YET...

FORM A DYAD
DYAD:
A GROUP OF TWO
HERE'S THE PROCESS...

LET ME TELL YOU...
LET ME TELL YOU
ONE MAJOR, REALLY IMPORTANT, SIGNIFICANT, BIG-DEAL ASSET
I BRING TO THIS GROUP
LET ME TELL YOU
ONE THING I’VE HEARD
ABOUT OUR GROUP...
IN THE UNICEF HALLS, IN
THE LARGER WORLD...
THAT ALARMS ME... THAT I
DON’T WANT TO BE TRUE...
ONE MEMBER OF EACH DYAD STAND UP...
LET ME TELL YOU WHY HELPING US BECOME AND REMAIN A POWERFUL, HIGH-PERFORMING TEAM IS VERY IMPORTANT TO ME
LET ME TELL YOU
HOW YOU’LL KNOW IF I’M
REALLY, SERIOUSLY
ENGAGED IN AND
COMMITTED TO
OUR WHOLE TEAM...
AND OUR CORE VISION
FIRST

'HOMEWORK'

ASSIGNMENT
NOW... LET'S FOCUS ON SOME STRANGE IDEAS
THIS IS
A LEARNER'S
DOUBLE!!IMPACT
WORKSHOP
FIRST THE LEARNER'S PART
THE POINT OF WORKSHOPS
[INCLUDING THIS ONE]:
PROMOTE & STIMULATE LEARNING & GROWTH IN ALL PARTICIPANTS
That insight needs a poem
so you never forget it...
There is something I don’t know that I am supposed to know.

I don’t know what it is I don’t know, and yet am supposed to know. And I feel I look stupid if I seem both not to know it and not to know what it is I don’t know.

Therefore, I pretend I know it.

This is nerve-wracking since I don’t know what I must pretend to know.

Therefore, I pretend I know everything.

...rd laing knots
YOU ARE MOVING UP THE LEADERSHIP LADDER
YOU STAND OUT; COLLEAGUES ARE BETTING ON YOU
YOU’VE BEEN IDENTIFIED AS HAVING SPECIAL SKILLS AND POTENTIAL...
DOES THAT MEAN YOU SHOULD ALREADY KNOW EVERYTHING?
There is something I don't know that I am supposed to know.

I don't know what it is I don't know, and yet am supposed to know. And I feel I look stupid if I seem both not to know it and not to know what it is I don't know.

Therefore, I pretend I know it.

This is nerve-wracking since I don't know what I must pretend to know.

Therefore, I pretend I know everything.

...R.D. Laing

Knots
FOR A SERIOUS LEADER
PRETENDING
ISN’T
THE RIGHT APPROACH
LEARNING
MAKES MORE SENSE
THIS IS
A LEARNER'S
DOUBLE!!IMPACT WORKSHOP
NOW
THE
DOUBLE
IMPACT
PART
DOUBLE!!
IMPACT
WORKSHOP
"THE DOUBLE IMPACT"

GETTING TWICE THE IMPACT IN THE SAME AMOUNT OF TIME.

HOW? THE WORKSHOP HAS BEEN SCIENTIFICALLY DESIGNED FOR YOU AND YOUR TWO BRAINS
HUMAN EVOLUTION HAS PRODUCED A TWO-BRAINED CREATURE, GLOBALLY. YOU ARE A SPECIFIC EXAMPLE OF THIS FACT.
Most workshop designs only focus on half our brain power. They ask us to use only half our natural abilities.
THIS WORKSHOP RECOGNIZES THAT THERE ARE REALLY

PEOPLE X 2 BRAINS

IN THIS ROOM
THE PROOF IS IN THE PORTRAIT
DOUB**LE!!**

IMPACT

DESIGNED EQUALLY >>

LEFT & RIGHT BRAIN
DIFFERENT BRAIN PROCESSES

LEFT BRAIN:
RATIONAL, LINEAR, METRICS, LOGICAL, TEMPORAL, SEQUENTIAL, VERBAL/WORD-DRIVEN
DIFFERENT BRAIN PROCESSES

RIGHT BRAIN:
INTUITIVE, 6TH SENSE,
NON-TEMPORAL,
NON-LINEAR, STORIES

DEALS WITH
EMOTION, PERCEPTION,
IMAGES/PICTURES/VISUALS
Both individuals and organizations exhibit the double brain dynamic.
AND BOTH INDIVIDUALS AND ORGANIZATIONS TEND TO BE A BIT UNBALANCED, FAVORING ONE SIDE OF THE BRAIN OR THE OTHER...
Some of us prefer leftbrain processes others feel strongly about rightbrain process
Some organizations are left-brain dominant.
Others are right-brain dominant.
LEFT BRAIN / RIGHT BRAIN
ORGANIZATIONAL FOCUS

LEFT BRAIN            BUDGET
RATIONAL            ACTIVITIES

RIGHT BRAIN          TACTICS/WORKPLANS
PRE-RATIONAL        STRATEGY

RESULTS TARGETS
GOALS
OBJECTIVES

PERCEPTIONS          FEELINGS
BELIEFS             STORIES
INTUITIONS         ROOT MYTHS
CONFLICTS        CONCERNS
VALUES
Most organizations tend to assume that the leftbrain tasks are the most important, certainly in developing strategies.

Most organizations are leftbrain dominant.
PERCEIVED EXTRA IMPORTANCE OF LEFT BRAIN ACTIVITIES

**LEFT BRAIN**  
RATIONAL  

**LEFT BRAIN**  
WHERE WE THINK  
WE SHOULD START AND FOCUS  

**BUDGET ACTIVITIES**  
TACTICS/WORKPLANS  
STRATEGY  
RESULTS TARGETS  
GOALS  
OBJECTIVES
RIGHTBRAIN TASKS
ANCHOR & PRECEDE
LEFTBRAIN TASKS

LEADERSHIP & MANAGEMENT DEVELOPMENT DEMAND

RIGHT-BRAIN FOCUS... MUCH MORE THAN MOST ORGANIZATIONS REALIZE

RIGHT BRAIN ACTIVITY CAN GENERATE VISIONARY IMAGES FROM

PERCEPTIONS FEELINGS
BELIEFS STORIES
INTUITIONS TENSIONS
ROOT MYTHS CONCERNS
VALUES
Most workshop designs focus heavily on half our brain power. They ask us to exercise and rely on our left brains: the rational, logical, verbal side of our mind.
During the next 4 days the task is simple:
be present and engaged with both of your brains.
BYOB

BRING

YOUR

OWN

BRAINS
THIS IS PARTICULARLY TRUE FOR UNICEF CATS
YOUR ROLE SEEMS TO HAVE A LOT OF FACILITATING, BRIDGING, PARTNERING...
EACH OF WHICH DEMAND HIGH RIGHTBRAIN SKILLS
Parts of our work will be right brain anchored: for example imaging our work, high-performing teams, emotional space & WWW.

Parts left brain anchored: thinking about cats model, preparing our action plan.
To do our work well... we want to combine insights and skill-sets based in both brains.
MENTAL
WINE TASTING
Throughout the workshop we're going to have some cool presentations.
So... we need to prepare to listen.

What does it mean to prepare to listen?
It’s not enough to sit and hope that the presenter is going to engage you or fascinate you or wow you... you’ve got to manage your mind... you’ve got to engage the presentation, proactively.

What does it mean to prepare to listen?
Most people don’t listen with the intent to understand; they listen with the intent to reply.

Stephen Covey
7 Habits of Highly Effective People
STOP/REFLECT
WHAT DO YOU WANT TO LEARN... AS YOU LISTEN...
AND AS YOU FRAME QUESTIONS OR ISSUES?
A WORKSHOP
STRATEGY
DON'T JUST LISTEN
PREPARE TO LISTEN!
PRESENTATION:

EQUITY IN CATS
THERESE DOOLEY & ROLF LUYENDIJK

WHAT DO YOU PERSONALLY WANT TO GAIN FROM THIS PRESENTATION?
WHAT DO THEY KNOW THAT CAN HELP YOU IN YOUR WORK?
NOW THAT YOU’RE READY...

EQUITY IN CATS

THERESE DOOLEY & ROLF LUYENDIJK
EQUITY IN CATS

NOW, AFTER THE PRESENTATION... LET'S MAKE SURE WE IMMEDIATELY APPLY SOME OF THE KEY CONCEPTS AND IDEAS:

CATS CO PRESENTERS’ ASSIGNMENT:

1. IDENTIFY YOUR PRIMARY CATS EQUITY FOCUS; AND YOUR BEST NEXT POSSIBILITY.

2. SHAPE YOUR PRESENTATION AS AN ‘ELEVATOR SPEECH’ THAT INCLUDES YOUR BEST CATS INNOVATION & YOUR EQUITY INFO
BREAK
BREAK
BREAK
BREAK

BRAKE AT 14 MIN
PRESENTATIONS:
REGIONAL CATS LEADERS

[PREPARE TO LISTEN]
PRESENTATIONS:
JANE, SOPHIE, HENK

DECIDE: WHAT YOU WANT TO LEARN FROM EACH/ALL OF THEM

[PREPARE TO LISTEN]
FORMAT: EACH WILL HAVE 15 MINUTES TO PRESENT; 5 MINUTES FOR QUESTIONS; THEN COLLECTIVELY 30 MINUTES FOR PROBING IN SMALL GROUPS THEN 3 MINUTES FOR THE CO PRESENTERS BEFORE LUNCH
PRESENTATIONS:
JANE, SOPHIE, HENK
FORM SMALL GROUPS OF 5

CHOOSE COLLEAGUES YOU KNOW LEAST
Given the presentations we’ve just shared...

In small groups talk about

1. What ideas, insights, facts jumped out at you?
2. What questions emerged... that we should address during the workshop?
PARTICIPATION STYLES VARY IN ANY SMALL (OR LARGE) GROUP TO ENABLE AND BENEFIT FROM FULL PARTICIPATION. WE EMPLOY THE S/R PROCESS.
SMALL GROUP PROCESS

1. EVERYBODY S/R
   MAKE YOUR OWN RESPONSE LIST
2. GO AROUND THE CIRCLE AND
   LISTEN TO EACH PERSON
3. TALK ABOUT WHAT STRIKES
   THE FULL GROUP AS MOST
   INTRIGUING, IMPORTANT, URGENT
SHARE MAIN THOUGHTS WITH FULL CATS 2 TEAM
DID EVERYONE COMPLETE THE HOMEWORK ASSIGNMENT ?????
LET'S COLLECT

BURNING QUESTIONS & CRITICAL TOPICS

SO WE DON'T FORGET THEM
DAY 1 PRESENTATIONS

CLARISSA
EQUITY & CATS
REGIONAL OVERVIEWS

NOW CO OVERVIEWS
PRESENTATION: THE CATS CO WORLD

15 PRESENTATIONS FROM COUNTRY CATS LEADERS

[PREPARE TO LISTEN]
FORMAT:
THE ELEVATOR SPEECH

SOME ESSENTIAL ABOUT YOUR WORK AND VISION THAT CAN GRAB YOUR TARGET AUDIENCE, GENERATE INTEREST, AND GIVE YOU A CHANCE AT A LONGER TALK LATER

AND THE PLACING OF THE DOTS
PROCESS:

ANN WILL INTRODUCE EACH PERSON

PRESENTATION: 3-4 MINUTES

QUESTIONS AFTER ALL PRESENTATIONS
PROCESS:

NOT POWER POINT DRIVEN

USE THE FRONT OR THE CENTER OF THE ROOM...
FORM
NEW SMALL GROUPS OF 5

REFLECT ON THE COLLECTIVE CO_PRESENTATIONS
WHAT FEEDBACK DO YOU HAVE TO THE PRESENTERS?
REMEMBER: PRESENTATIONS ARE A CENTRAL PART OF THE LIFE BLOOD OF CATS SUCCESS!!
MENTAL WINE TASTING
MOVE FROM GATHERING INFO AND DATA AND STORIES INTO THINKING ABOUT OUR HORIZON
WORK IN OUR REGIONAL TEAMS

4 GROUPS

[WE’LL DISTRIBUTE THE HQ FOLKS]
RIGHTBRAIN REFLECTION
TALK ABOUT WHAT’S BEEN MOST IMPORTANT, INTRIGUING TODAY AND WHAT YOU SEE ARE CRITICAL ELEMENTS FOR SUSTAINING SANITATION IN YOUR REGION, EQUITABLY.

CREATE/DRAW AN IMAGE THAT REFLECTS YOUR DISCUSSION
SHARE AND EXPLORE THE IMAGES

WHAT DO WE SEE?
WHAT DOES IT SUGGEST?
WHAT DO WE NEED TO FOCUS ON?

IS THERE AN ‘IMPLICIT’ CATS MODEL ACROSS OUR WORLD?
IDEAS & EXECUTION

A QUICK COMMENT FROM ‘THE LITERATURE’
END OF DAY 1
UNICEF

WASH/CATS 2

WORKSHOP

WELCOME

DAY 2
QUESTION:

HOW DO YOU GET TO CARNEGIE HALL?
DAY 1: QUICK SUMMARY
INFO/IDEAS/EXPERIENCE
WE LOOKED AT
US - RIGHT NOW
WE CREATED OUR FIRST
INTEGRATING IMAGES
DAY 2: OVERVIEW

TODAY IS PIVOTAL

IT’S ABOUT US EVOLVING, BOLDLY

WE NEED TO FOCUS OUR BEST THINKING ON OUR BIGGEST OPPORTUNITIES AND KEY QUESTIONS
Day 2: Target

**Boldly sketch out the key features of our evolving work...**

This is what we think could make transforming impact
TOMORROW
WE’LL REFLECT ON OUR
EMERGING VISION

BY LOOKING AT SOME OF
THE OTHER STRONG IDEAS
IN THE SECTOR
So today a bit more input then hard, bold, wild, imaginative, focused work on our best options, related to sustaining sanitation.
MENTAL WINE TASTING
INPUT- PRESENTATIONS:
‘TANZANIA SCALING UP SANITATION STUDY TOUR’
SANITATION MARKETING TRAINING MODULE
CLTS IN EMERGENCIES: UNICEF MOZAMBIQUE

SANITATION MARKETING: COP INPUTS & IMPLICATIONS
PRESENTATIONS

PREPARE TO LISTEN
WE'RE NOW GOING BACK TO THE IMAGES WE CREATED YESTERDAY
WE'RE GOING TO SHARE THEM
WHAT ARE THE COMMON THEMES?
WHERE ARE THEY MOST DIFFERENT?
HOW DO YOU FEEL AS YOU LOOK AT THEM... AND KNOW THEY ARE IMAGES FROM YOUR COLLEAGUES?
LUNCH
The question I’m asked most often by participants in workshops is: *Can you help us think out of the box?*
THE NEED
TO THINK OUT OF THE BOX
EVERYBODY
WANTS TO DO THIS
I want us to spend a few minutes thinking about thinking out of the box.
WHAT DO WE MEAN WHEN WE SAY:
WE SHOULD THINK OUT OF THE BOX
3 BROAD ANSWERS:

A. WE’RE TOO PREDICTABLE... OUR THINKING FEELS STALE... ‘IN A BOX’

B. WE’VE GOT ‘BLIND SPOTS’... WE MISS NEW IDEAS AND POSSIBILITIES. WE’RE IN A VISION-LIMITING BOX

C. INDIVIDUALLY WE’VE GOT IMAGINATION LIMITATIONS...
A. PREDICTABLE

WE’VE BEEN THERE; DONE THAT... WE KNOW. WE’VE GOT ANSWERS. WE’RE STALE AND PREDICTABLE

WE NEED TO REDISCOVER OUR ENERGY AND OUR SPECIAL GIFTS... WHO WE ARE; WHAT IS OUR BEST ROLE
A. PREDICTABLE
HOW HAS CATS
BECOME PREDICTABLE?
IN OUR EYES?
WITHIN UNICEF?
TO OUR PARTNERS/CLIENTS?
B. BLIND SPOTS
WE’RE RESTRICTED BY OUR POSITION, PERSPECTIVE, ORGANIZATIONAL MIND, ASSUMPTIONS, EVEN BY THE VERY FACT THAT WE’RE UNICEF!
Look at some of the boxes you live in...

Each puts demands on you, each creates opportunities and pressures...
NOW, LOOK CLOSELY AT ONE OF THE BOXES THAT YOU ALL SHARE...
OUR UNICEF BOX
OUR CATS BOX
??????????????????????????????
RIGHT AT YOUR TABLE
STOP/REFLECT ON
THE UNICEF BOX
SHOUT OUT

HOW ‘BEING UNICEF’ CREATES DIFFICULTIES, LIMITS OUR RANGE

HOW ‘BEING UNICEF’ SOMETIMES BLOCKS BOLD THINKING
C. IMAGINATION LIMITS

WE CARRY OUR LIMITS WITH US, EACH OF US...
WE THINK THAT WE'RE BOLDER THAN WE REALLY ARE
MAY I ASK EACH OF YOU A PERSONAL QUESTION?
HOW MANY OF YOU WERE EVER A CHILD?
NOW, PLEASE REMEMBER THIS EVENT FROM YOUR CHILDHOOD
REMEMBER THAT VERY IMPORTANT PERSON WHO KNEW YOU AND CARED...
WHO SAID: I LIKE THE WAY YOU ARE GROWING... I HAVE JUST ONE WISH:
THAT YOU BECOME AND THINK A LITTLE BIT MORE WILD
WE TEND TO THINK TO THE NORM... NOT THE BOLD OR THE WILD...
WE FORGET:
BOLD IS A MINDSET
NOT JUST SOMETHING
DONE PERIODICALLY, ON
DEMAND
WE NEED SOME UNEXPECTED WILD IDEAS!!
the quick story
WILD IDEAS!!
TO GET US OUT
OF THE BOX
WE’RE IN
HOW DO YOU GET TO CARNEGIE HALL?
THE ASSIGNMENT:

WE’VE IDENTIFIED FOUR BROAD QUESTIONS FROM THE DISCUSSIONS. WE’RE GOING TO ORGANIZE INTO FOUR GROUPS, WITH EACH GROUP ADDRESSING ONE QUESTION... AND CONSCIOUSLY THINKING WILD
THE 4:
ADDRESSING EQUITY ISSUES IN SUSTAINING SANITATION

DEVELOPING THE BEST UNICEF ROLE IN SUSTAINING SANITATION VENTURES

MONITORING PROGRESS SO THAT WE ARE EFFECTIVELY EVIDENCE-BASED

SHAPING A BUSINESS MODEL THAT PROMOTES SUSTAINABLE SANITATION
THE TASK: 90 MINUTES

1. MAP OUT THE ESSENTIAL ELEMENTS OF YOUR TOPIC, FROM CATS PERSPECTIVE

2. IDENTIFY KEY ISSUES AND CONCERNS THAT WILL IMPACT UNICEF/CATS

3. GENERATE THREE WILDWILDWILDE IDEAS TO ADDRESS THE OPPORTUNITY
REPORT BACK TO THE PLENARY
A PRESENTATION OF YOUR WORK
As you enter positions of trust and power, dream a little before you think.

Toni Morrison
As you enter positions of trust and power, dream a little before you think.

Toni Morrison
OUR MORNING IS DESIGNED TO LET US EXPLORE IDEAS, CONCEPTS, INNOVATIONS, PUZZLES...

AND TO IMAGINE HOW THEY CAN IMPACT THE EVOLUTION OF CATS
DAY 3: TARGET
GATHER INFO & IDEAS
FROM WASH-SECTOR EXPERTS

USE IT TO SHAPE THE
EMERGING DIRECTION OF
UNICEF CATS >>>
PRESENTATIONS
OVERVIEW
INTRODUCTION
OF GUESTS
ANN & THERESE
As you enter positions of trust and power, dream a little before you think.

Toni Morrison
THE AFTERNOON OVERVIEW

BASED ON THE PRESENTATIONS AND YOUR OWN REFLECTIONS: FOCUS ON TWO QUESTIONS THAT CAN HELP UNICEF DEFINE ITS OPTIONS IN SUSTAINING SANITATION OVER THE NEXT YEARS:
1. What are the 2-3 most intriguing ideas [even wildwildwild] from the presentations that you feel could enable UNICEF to move forward in sustaining sanitation?
2. **GIVEN THE VARIED POTENTIAL ROLES FOR UNICEF IN SUSTAINING SANITATION...**

**Which role(s) could be the most valuable and useful to the larger WASH sector?**
THE PROCESS

FORM GROUPS OF 5
PICK PEOPLE YOU’VE NOT YET GOT TO WORK CLOSELY WITH

STOP/REFLECT INDIVIDUALLY
SHARE EVERYONE’S INPUT BEFORE YOU DISCUSS

COME TO A GROUP CONSENSUS
PRESENT TO THE FULL GROUP
UNICEF
WASH/CATS 2
WORKSHOP
WELCOME
DAY 4
WE ALL AGREE THAT YOUR IDEA IS CRAZY
BUT WE WONDER...
IS IT CRAZY ENOUGH??

...NIELS BOHR, 
FAMOUS DANE 
FRIEND OF EINSTEIN 
BIG OUT OF THE BOX MIND
REMEMBER

WILDWILDWILD

TAKES

PRACTICE PRACTICE PRACTICE
DAY 4: OVERVIEW

DECIDING

BASED ON ALL OUR LISTENING, REFLECTING RB/LB THINKING

WHAT DO WE WANT TO DO NEXT? AND IS IT BOLD ENOUGH TO HAVE ++IMPACT?
Day 4: Target
Agree on an action plan
Calibrated for the next 40, 70, 150 days + 3 years

(Before the holidays, end of January, end of Q1... 2014)
Wake-up concept

Breakfast 4 your mind
IN THE MODERN WORLD
CHANGE IS THE NATURE OF OUR WORK
BIG CHANGE
2 Kinds of Big Organizational Change

Technical & Adaptive

[Using the Work of Ron Heifetz]
TECHNICAL CHANGE: THE ORGANIZATION MUST DO WHAT IT ALREADY KNOWS HOW TO DO... BUT NOW ON A MUCH DIFFERENT SCALE...
TECHNICAL:

IT’S A SCALE ISSUE...
SCALE-UP, SCALE-DOWN
EXPAND CATS INTO MORE QUINTILE 1, 2 COMMUNITIES

WE ALREADY UNDERSTAND THE BASICS... WE ‘JUST’ MUST EXPAND APPLICATION
ADAPTIVE CHANGE:

New situations confront our organization (UNICEF CATS), which we don't yet know how to deal with...

So we must adapt our practices & behaviours to survive and prosper.
ADAPTIVE CHANGE:

WE HAVE TO CHANGE
HOW WE THINK
HOW WE UNDERSTAND THE SITUATION
HOW WE SEE OUR ROLE
MAKE

‘CHANGING SOCIAL NORMS’
A CORE PROGRAMMATIC FOCUS

DEVELOP THE
FINANCING MODELS NECESSARY TO
IMPACT
QUINTILES 1 AND 2
IN THE DEVELOPMENT WORLD
THE ENVIRONMENT, EXTERNAL
CONTEXT, UNDERSTANDING OF WHAT
IT TAKES TO HAVE SUSTAINABLE
IMPACT
CHANGES, EVOLVES, SHIFTS...

SO ADAPTIVE DYNAMICS PLAY A MAJOR
ROLE
GET INTO GROUPS OF 5

15 MINUTES TO TALK

WHAT PARTS OF THE UNICEF CATS HORIZON LOOKS TECHNICAL
WHAT PARTS ADAPTIVE?
MENTAL WINE TASTING SO EARLY IN THE MORNING!
PRESENTATION:
‘BUILDING CAPACITY FOR SANITATION MARKETING’
OVER BREAK...

WE COLLAPSED THE TECHNICAL & ADAPTIVE TOPICS INTO A LIST OF SIX BROAD TOPICS WHICH WE WANT TO USE AS THE BASIS FOR THINKING:
MARKETING

MONITORING, LEARNING, EVALUATION

PARTNERSHIPS & INSTITUTIONALIZATION

SCALING-UP & SUSTAINABILITY

SOCIAL NORMS

EQUITY
WE’VE SET UP 6 STATIONS AROUND THE ROOM ON THE TABLES WHERE WE WANT YOU TO IDENTIFY WHAT YOU THINK ARE THE MOST IMPORTANT NEEDS/ NEXT STEPS IN EACH TOPICAL AREA USE BULLETS/QUICK IDEAS
PROCESS

GET INTO A GROUP OF 3
PICK COLLEAGUES YOU HAVEN’T YET WORKED WITH

YOU WILL MOVE FROM STATION TO STATION TOGETHER… TALK ABOUT A TOPIC… ADD NEEDS/NEXT STEOPS TO EACH SHEET… MAKE SURE YOUR INPUT IS ON THE SHEET.

ABOUT 5 MINUTES AT EACH STATION
ONE MORE CRITICAL CONCEPT
AN ESSENTIAL LEADERSHIP CONCEPT FOR THE DEVELOPMENT-SECTOR
YOU MUST PRACTICE

EXTRA-STEP LEADERSHIP

NOT: 1, 2, 3!!

BUT: 1, 2, 3, 4!!
PRIVATE SECTOR
BUSINESS SECTOR
MODEL:
PRIVATE SECTOR MODEL:

1. Set Target, Strategy

2. Implement Strategy

3. Results
DEVELOPMENT SECTOR MODEL:
DEVELOPMENT SECTOR MODEL

1. SET TARGET, STRATEGY

2. ORIENT STRATEGY AROUND CAPACITY DEVELOPMENT

3. IMPLEMENT STRATEGY, WITH COMMITMENT TO CAP DEV

4. SUSTAINABLE RESULTS
AND BECAUSE CATS IS USING AN EMPOWERMENT COMMUNITY-DRIVEN APPROACH
HOW DO WE ENABLE OUR PARTNERS/CLIENTS/COMMUNITIES TO THINK OUT OF THE BOX RELATED TO SUSTAINING SANITATION?
WORKSHOP CLOSURE
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THEIR OWNERSHIP AND USE

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PRESENTATION NOTE:

THE MATERIALS IN THE WORKSHOP WERE PRESENTED USING THE ‘SHOWCARDGOTHIC’ FONT.

IF THE PPT SLIDES LOOK DIFFERENT TO YOU, PLEASE CHECK TO SEE IF THEY HAVE DOWNLOADED INTO THE CORRECT FONT. IT IS A ‘TTP FONT’