

VISUALIZE TO PRIORITIZE ACTIVITY

This is the Visualize to Prioritize Activity, if you have not done so, please refer to the [Overall Community Engagement Strategy Doc](#). This is a strategy document to help you consider the many details that go into hosting a workshop event.

Activity Details



Duration: 2 hours



Venue: In Person



Size of Group: Up to 35 people.



Participant Types: Pilot Org Internal Team, Partner Orgs, Pilot Recipients, Larger Local Community



Event Type: Stand Alone Activity or Piece of Longer Workshop



When to use this: This is an activity to assess where a group's priorities lie and create something from it such as a direct action, establish goals or values, or areas of focus for the pilot.



Difficulty: Level 2 - Easy

*Rating based on 5-point Likert Scale and used by the design team to rate the difficulty of each activity. For any activities rated level 3 or above it is recommended to contact Income Movement for the initial workshop.

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Summary

This is an activity to help a group of people decide what is most important to them in regards to: a specific topic; a process to engage in, or design elements of your pilot. There are several topics this activity can help you tackle including: deciding the goals of a pilot, creating shared value statements, creating a call-to-action, prioritizing community issues or even deciding the demographic focus for a pilot. This exercise allows participants to think thoroughly about their own perspective while comparing it to others in the group. After a comparison, the entire group has a second round to solidify their perspective before the group comes to some conclusions on the chosen topic.

Goals

Your goals are dependent on your target audience and what you are trying to assess. These are a few goals that you can focus your workshop activity on:

- Establish shared values for your pilot team / partner organizations that will aid in decision making.
- Create a call-to-action that aligns with your communities' priorities / needs.
- Decide specific aspects of your pilot including goals, demographics or anything else that can be established through collaboration.
- Build trust with your participants through this collaborative decision making process.

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In Person: Things You Need To Know, Have and Consider

Things to Know

Roles:

- **Lead Facilitator** - In charge of level setting the event / activity and guiding during the Whole Community Share-Out; support for all Moderators.
- **Moderators (Optional)** - In charge of helping the Lead Facilitator and offering any support needed by participants during the activity.

Things to Have

Supplies for the Activity:

- ☐ Name Tags
- ☐ [Reg Sharpies](#)
- ☐ [Round Color Dot Stickers](#)
- ☐ [Easel Pad Paper](#)
- ☐ Easels (Optional)
- ☐ Timer (can be on phone)
- ☐ [Income Movement GBI One Pager](#)
- ☐ Handouts on the pilot you are featuring / working with if applicable

Room Layout for the Activity:

- Plenty of wall space to place several easel pad pages.

Things to Consider

Keeping in mind the goal(s) of your workshop and the amount of time you have allotted for this workshop activity consider:

- The number of questions that will be included in the activity as each one can take up to 7 minutes for everyone to answer.
- Writing a script that can function as a loose guide while facilitating the activity.

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Detailed Process for In-Person

This process has seven sections: (1) Set-Up, (2) Introduction and Instructions, (3) Round 1: Visualization, (4) Round 1: Prioritization, (5) Round 2: Visualization, (6) Round 2: Prioritization, and (7) Closing. Variations for this activity are included at the end of this detailed process.

Set-Up

Make sure you have all the resources listed above or an equivalent to replace anything that is missing.

Step 1:

- Write out the most pressing questions for your chosen topic of exploration on separate sheets of easel pad paper. Under each question draw a vertical or horizontal line and write out a scale. We recommend using a 5-point Likert scale from Not At All Important to Extremely Important as this set up allows for a middle option. If this is a topic where you need to push people into one camp or the other then use a 4-point Likert scale.
 - Scale: 1) Not At All Important – 2) Somewhat Unimportant – 3) Neither Unimportant Nor Important – 4) Somewhat Important – 5) Extremely Important
 - Example questions / statements for different community groups:
 - Pilot Coalition of Organizations - during Discovery Phase:
 - How important is it that we gather detailed data during the pilot to prove impact of direct cash?
 - How important is it that we distribute cash to as many individual community members as possible?
 - How important is it that we distribute cash for as many months as possible to community members?
 - How important is it that our pilot leads to our state instituting policy so more people receive monthly checks?
 - How important is it that our program is connected to the national movement for direct cash, so our community understands its larger impact?

Step 2:

- Stick each sheet to the walls around the room. Then cover each with a blank sheet so no one can view them.

Step 3:

- Create a station somewhere in the room with two different colored round stickers in two different piles. If this is a difficult topic it may be helpful to have pens and paper available.

Introduction and Instructions

Total Time Estimate: ~ 10 minutes

Step 1: (est. 2 - 3 mins)

- The Lead Facilitator should welcome everyone and introduce themselves, the Moderators and Expert(s). After personal introductions, the Lead Facilitator should remind everyone why we are here today, share about their organization and the pilot and give a brief outline on how the activity will be conducted.

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Step 2: (est. 2 mins)

- The Lead Facilitator should then give instructions on how to do the activity.
- **Example Instructions:** "In order to figure out what matters most to us collectively, we will ask the group several questions that need to be considered and ranked by placing a sticker on the scale that has been drawn under each question. After all the questions have been answered, we will come together as a group and discuss the results. And after this initial conversation, we will do the activity again with a different colored dot."

Step 3: (est. 5 mins)


- Ask if anyone has any questions about the process and give time to clear up any confusion.

Round 1: Visualization

Total Time Estimate: ~ 30 minutes


Step 1: (est. 5 mins)


- Ask participants to grab one set of colored stickers.


 **Note:** It may be easier to pass out the materials needed for the activity instead of having participants grab them.

Step 2: (est. 5 mins)

- Reveal the first question / statement by removing the blank sheet and then read it aloud to the group.
 - Give participants an opportunity to ask clarifying questions.
 - Once everyone feels ready to do so, ask participants to place a sticker next to wherever on the scale that most reflects their perspective / opinion.

 **Important Note:** You have people rank each question/statement one at a time so people are less inclined to compare or prioritize them against each other. You want each participant to weigh their thoughts on each item separately and exclusively, ranking according to their own opinions.

 **Note:** This should mostly be a quiet / silent activity. No sharing of opinions should happen at this stage.

 **Note:** It is fine for people to place the sticker between two points on the scale - if they lean a little more towards "Somewhat Important" but not totally, they can put it between that at "Neither unimportant or important".


Step 3: (est. 5 mins)

- Once everyone has answered the question, place the blank sheet back over the question and move onto the next one. Reveal the next question by removing the blank sheet and then read the question aloud. Ask participants to answer this question.

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Step 4: (est. 40 mins)

- Repeat this process until all questions are answered. The estimated time is based on answering 3 additional questions for a total of 5 questions.

 **Note:** The **total** time estimate above is based on having 5 questions for your activity. If your activity will include more, add an additional 5 minutes for each question to your total time estimate.

Alternative:

If you have more than 15 participants, it might make the most sense to run questions as stations and divide participants into smaller groups.

- In that case, if you had 20 people and 5 questions, you would break into groups of 4 people. Then ask each group to stand in front of one of the covered questions around the room.
- Ask each group to remove the covered sheet of the question in front of them. Then rate the question by putting their round sticker on the answer scale that best reflects their own opinion.
- Once everyone has put their sticker on the scale, ask each group to rotate clockwise to the right, to the next question.
- Ask each group to rate the new question in front of them.
- Rinse and repeat until everyone has rated each question / statement

Round 2: Prioritization

Total Time Estimate: ~ 35 minutes

Step 1: (est. 5 mins)

- Remove all the blank sheets to reveal the answered questions. Move the question sheets so they are next to one another so it is easy to view them collectively.

Step 2: (est. 30 mins)

- Start by asking participants to note any trends or interesting things when they look at the scales next to each other.
 - Establish consensus (10 mins):
 - Which questions / statements were ranked as most important? Ask the group to share a few reasons why they ranked them so high.
 - Which questions / statements were ranked as least important? Ask the group to share a few reasons why they ranked them so low.
 - If a few people ranked the question / statement higher (4 or 5) ask if anyone wants to share why.
 - Dig into divergence (20 mins):
 - Which questions / statement seemed to split the group - with some ranking it very high and some very low on the prioritization scale.
 - Ask the people to share why they ranked them as they did.
 - Be sure to ask people to share experiences, expertise or other relevant information that is informing their ranking.
 - This may become a real debate - make sure you keep bringing the conversation back to experience or expertise and less about emotional attachment.


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Round 3: Re-visit

Total Time Estimate: ~ 10 minutes

Step 1: (est. 5 mins)

- After everyone has shared their thoughts about their first rankings, instruct participants to take the second set of colored stickers and answer all the questions again.

 **Note:** this should be very quick, and is an opportunity for people to change their prioritization if it has changed at all based on the conversations.

Round 4: Finalizing Priorities

Total Time Estimate: ~ 25 minutes

Step 1: (est. 5 mins)

- Draw a line with a black marker across the scale at the 3.5 mark on each question / statement sheet - so that all stickers LOWER than 3.5 are on one side of the line and everything HIGHER than 3.5 are on the other side.
- Count the total number of stickers on the HIGHER than 3.5 side of the scale. You can include any stickers that your line intersects in your count.
 - Write the total number of stickers counted in the HIGHER side in big numbers at the top of the paper, near the question / statement. Circle the number so it's easy to read.

Step 2: (est. 20 mins)

- Based on the total number of votes higher than 3.5, you can rank the questions / statements in order of priority.
- It is important that participants are comfortable with moving forward based on the votes of the community. Ask questions around the following:
 - What are people's thoughts about focusing our efforts on the top (2-3) statements / questions we have here?
 - What are the implications of focusing on these specific things?
 - How will this affect the different community members who are involved in the pilot effort?
 - Are there any drawbacks or potential issues if the bottom ranked statements / questions are deprioritized?
 - Who will be most impacted by this and is there anything we need to think about to support despite the deprioritization?

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Closing

Total Time Estimate: 10 minutes

This is a chance to remind people about any pertinent information and discuss next steps for the pilot leaders as well as community members.

Step 1:


- Report and Next Steps:
 - The Lead Facilitator lets participants know that a report / follow up with insightful findings from this workshop will come to their email in the next couple of weeks.

Step 2:

- Final Activity: Ask each participant to share one word that encapsulates how they are feeling now that they are at the end of the prioritization process.
 - Stand in a circle, go around the room, each person sharing their word.
 - When everyone has shared the facilitator thanks everyone and everyone gives a round of applause.

Wrap Up

After participants have started to leave, take a moment to bring your workshop team together to debrief and celebrate what you all have accomplished.

 **Tip:** Taking a photo with your team can solidify the importance of what has been accomplished.