





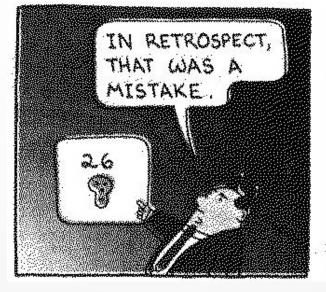


REFLECT

WHAT ARE THE TOP ISSUES YOU WANT TO BRING HOME TO YOUR ORGANIZATION / PROGRAM?



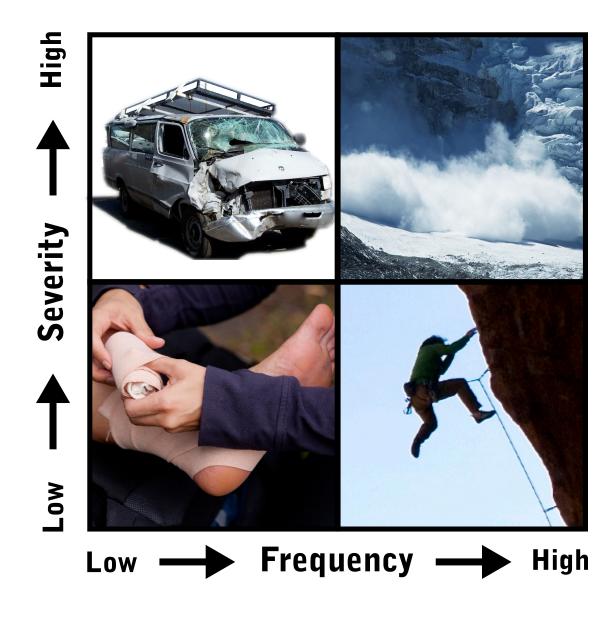






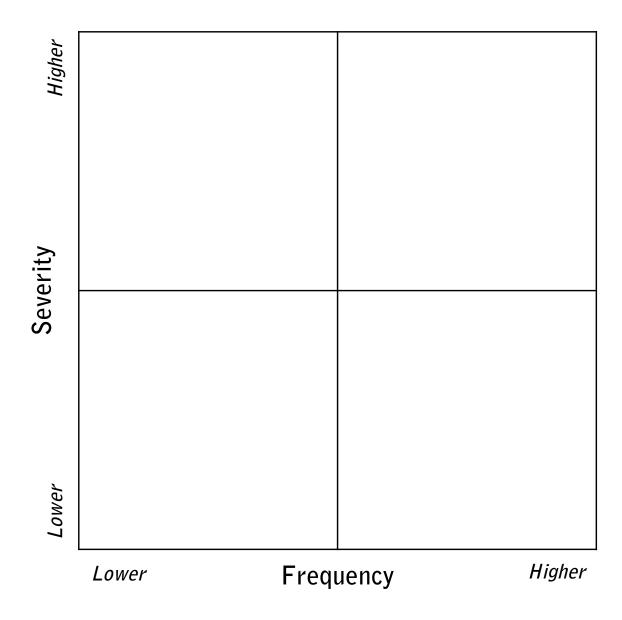


PRIORITIZATION



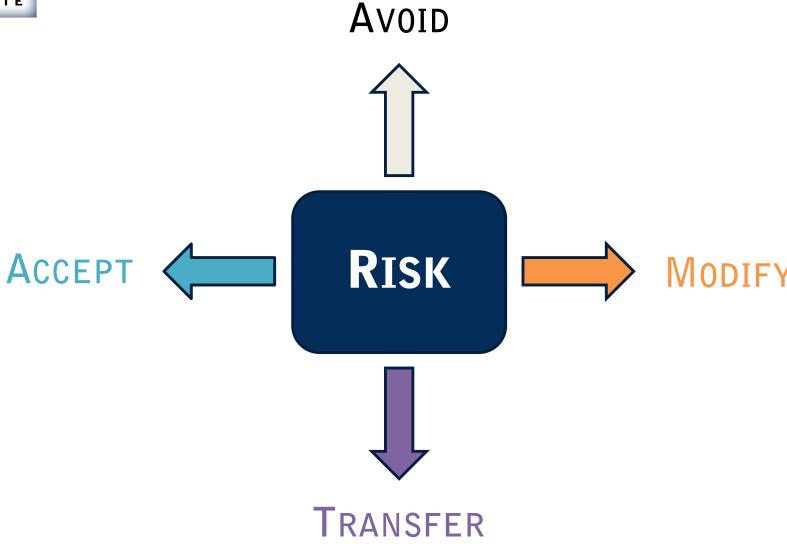


PRIORITIZATION





STANDARD APPROACHES





PLANNING



Organization/Program:
Date:
Preparer:

Topic / Issue Area Field Comms	Priority (L, M, H) High	Resources (materials, people) Instructor Team Program Mgmt Development staff Peer orgs	Obstacles (internal, external) • What technology? • Don't want to carry • Logistics/locations • Funding • Training	Action Steps (short/long term) Determine need Pick technology Funding Logistics plan Implement Review	Timing (launch/completion) • Launch 2/16 • Implement 5/16	Milestones (key progress markers) • Tech selection • Finances • Implementation • Annual review

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PLANNING

OUTLINE A PLAN FOR YOUR TOP FEW ISSUES



DISCUSSION

TALK THROUGH A FEW EXAMPLES WITH OTHERS

LOOK FOR COMMONALITIES

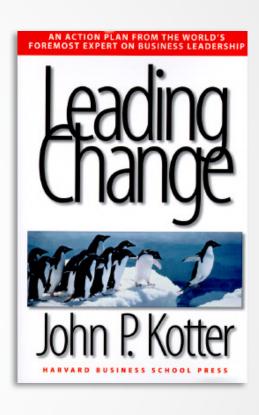
OFFER SUPPORT / IDEAS / TOOLS

ASK FOR HELP



Structured Process

- 1. ESTABLISHING A SENSE OF URGENCY
- 2. CREATING THE GUIDING COALITION
- 3. DEVELOPING A VISION & STRATEGY
- 4. COMMUNICATING THE CHANGE VISION
- 5. EMPOWERING BROAD-BASED ACTION
- 6. GENERATING SHORT-TERM WINS
- 7. Consolidating Gains & Producing More Change
- 8. ROOT NEW APPROACHES IN ORGANIZATIONAL CULTURE





Example

Appalachian Mountain Club: Shifting 125 Years of Culture

- 1. SENSE OF URGENCY: INCIDENTS, CASE STUDIES, ATTEND WRMC
- 2. GUIDING COALITION: STAFF & VOLUNTEER TEAMS + INFORMAL
- 3. VISION & STRATEGY: ARTICULATED BY LEADERSHIP + SOLD
- 4. COMMUNICATING: TRAINING, MESSAGING, AND MORE TRAINING
- 5. BROAD-BASED ACTION: TRAINING LED TO STRUCTURAL CHANGE
- 6. SHORT-TERM WINS: WFA, WFR, LEADERSHIP TRAINING
- 7. PRODUCING MORE CHANGE: YEARS OF COMMITTEE WORK
- 8. ORGANIZATIONAL CULTURE: TRAINING, LIVING DOCUMENTS



KEYS TO SUCCESS

- BE REALISTIC ABOUT GOALS AND CHANGE
- Don't be defeated
- PRIORITIZE
- PLAN
- MAINTAIN AN AUTHENTIC AND APPROPRIATE SENSE OF URGENCY
- ENGAGE OTHERS—SHARE THE LOAD, BUT KEEP DRIVING
- STAY FOCUSED AND ITERATE



HADDON MATRIX



Program: Staff: Dates: Locations:

Phase	Participant / Client (manage, learning)	Equipment & Vehicles (prep, use, maint.)	Physical Environment (sites, weather)	Social Environment (culture, emotional)	Organizational / Business (policies, materials)
Pre-activity Phase					
T Hase					
Activity Phase					
. nase					
Post-activity Phase					
On-going Considerations					

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