

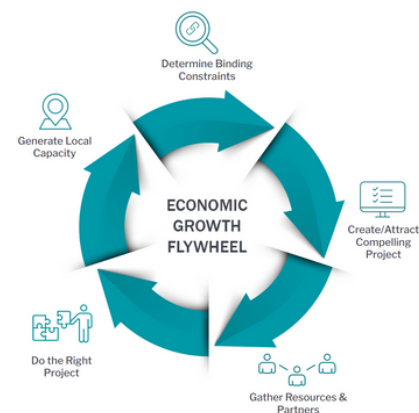
# Assessment to Action (A2A)

A Locally-Led, Problem-Driven Process

## WHAT IS ASSESSMENT TO ACTION?

Assessment to Action (A2A) introduces a process identifying problems and breaking down barriers obstructing a more resilient local economy. Collaboratively, we test, adapt, and repeat the process to develop locally crafted solutions.

The program begins with an **introductory workshop** where teams experiment with the flywheel process on a small scale. Community, regional, industry, or organizational teams can then apply for the **A2A Program**, accessing direct, one-on-one support and resources to diagnose, understand, and respond to the root causes constraining your economy and craft solutions that will more effectively treat the source and actively move the needle.



## A2A WORKSHOP open registration

## A2A PROGRAM application only

### Pre-Workshop: Building Your Team

- Virtual Meet: 60 min
- Inviting Team Members
- Clarifying Roles and Responsibilities
- Setting Expectations for the Workshop

### Workshop: Learning the Process

- In Person: two days
- Understanding the current economic snapshot
- Defining a common direction
- Drafting a 90-Day action plan

### Post-Workshop: Putting it into Practice

- Implement 60-90 day action plan
- Virtual Meet: 30 minutes, 1-2 times per month
- Reviewing what's working, what's not working, & next steps
- Accessing 1-on-1 coaching
- Discovering potential resources

### Determine Binding Constraints

- Beginning with a question
- Diagnosing the root problem
- Uncovering the primary causes

### Create/Attract Compelling Project

- Identifying potential actions or a project that addresses the problem
- Crafting a plan of action

### Gather Resources & Partners

- Inviting partners that have experience, knowhow, and commitment
- Gathering resources necessary to act

### Do the Right Project

- Implementing your plan.
- Testing - Learning - Adapting - Repeating
- Moving the needle and/or solve the problem

### Generate Local Capacity

# A2A Planning Workshop

Assessment to Action (A2A)  
A Locally-Led, Problem-Driven Process

**June 26-27, 2024**

## WHAT IS THE WORKSHOP?

Comprehensive, hands-on planning workshop tailored for teams of 3-8 devoted to enhancing the economic well-being of their local communities, regions, industries, or state organizations. Dive into a locally-led, problem-driven planning approach that empowers your team to impact on root problems.



**Cultivate a Shared Vision and Collaborative Momentum.** Unite with leaders committed to share goals and work together to transform a common vision into tangible results.



**Apply a Replicable Process.** Learn a proven, repeatable process for planning, testing, and iterating for enhanced involvement and success.



**Build Your Capacity.** Practice and enhance skills, capabilities, and resources to promote economic growth.

## TO REGISTER

Link: [Registration Form](#)

## UNDERSTAND WHERE YOU ARE

- Conduct an asset inventory to identify your community's strengths and resources.
- Identify hurdles holding your community back from economic goals.

## DEFINE YOUR DIRECTION

- Forge consensus on a general direction for your community's economic development.
- Identify a related project or goal that can be accomplished in 60-90 days given your capacity and resources.

## DEVELOP SOLID ACTION STEPS

- Formulate realistic 90-day action plan.
- Leverage the collective expertise of your team.
- Create a roadmap to amplify the impact and foster greater engagement in the process.

**Next Workshop: June 26-27, 2024  
Casper, WY**

# 01

## HOW DO WE BUILD A TEAM?

Community teams of 3-8 members commit to work together on economic development **during and after** the workshop:

- One (1) economic developer or someone working in the ED space.
- One (1) elected official representing a town, city, county, or region.
- Mix of public, private members representing other organizations. This may include one representative from the:
  - business and industry (Chamber, Main Street, industry leaders).
  - education or training community.
  - grant writing community.
  - other community organizations, including non-profits.
- Equal representation for each organization (equal numbers).

***We can provide strategies and tools to form your team. Teams will meet virtually with WBC prior to the workshop for a team building session.***

# 02

## WHAT IS OUR COMMITMENT?

- Virtual 60-minute team building session
- In-person 2-day Workshop
- 60-90 day post-workshop team-crafted action plan
- Virtual 30 minute weekly or bi-weekly check-ins
- Keeping an open mind as we walk through the process.

# 03

## HOW MUCH DOES IT COST?

There is no charge for the workshop or materials. Teams are responsible for travel-related costs.

Travel scholarships are available for small communities less than 5,000 that show financial need. You can apply for a scholarship on the registration form.

# 04

## HOW DO WE REGISTER?

Select this link:

[https://www.surveymonkey.com/r/A2AWorkshop\\_Jan2024](https://www.surveymonkey.com/r/A2AWorkshop_Jan2024)

Or contact your WBC Regional Director or contact Amber Power, L&E Manager at 307.287.9886 or [amber.power@wyoming.gov](mailto:amber.power@wyoming.gov).

**Amber Power, Manager  
Leadership and Engagement**

**307.287.9886** 

**[amber.power@wyo.gov](mailto:amber.power@wyo.gov)** 

# Building a Team

## BUILDING A TEAM

- Select a team of “do-ers”.
- Have a clear idea of what you want to accomplish.
- Recruit team members that will help you accomplish your goal.
- Be clear in what you need and how the team member can help (match the need with the skill).

Recognizing and recruiting members with these three characteristics is crucial for a well-balanced and high-performing team:

- **Authority:** Ensure members possess the necessary authority to drive initiatives forward.
  - Formal leaders have the right and power to make decisions, allocate resources, and manage people and projects.
  - Informal leaders leverage trust, expertise, and character to influence effectively.
- **Skills and Abilities:** Expertise includes capabilities, knowledge, and skills acquired through practice, training, or experience. Recruit members with collectively well-rounded, complementary, and versatile that best reflects the skill set necessary to accomplish your goal.
- **Buy-in:** signifies the acceptance and eagerness to actively support and participate in the process. Strong team members are committed and willing to contribute to the collective effort

## INDIVIDUAL CHARACTERISTICS: THE IDEAL TEAM PLAYER

### Hungry

Hungry people are self-motivated and diligent, always seeking more to do, learn, and take responsibility. According to Lencioni, those lacking hunger will not achieve results.

### Humble

Humility is the most important virtue for great team players. They recognize the contributions of others and define success collectively, rather than individually. They don't have big egos or seek attention, allowing them to be vulnerable and build trust, and engage in honest conflict. Those who lack humility are unable to do so.

### Smart

Being smart is not only about intellectual capacity, but also about having good common sense with people. Smart team players are aware of what is happening in the group, ask good questions, listen to others, and engage in conversations effectively. Lacking these skills can create unnecessary problems, especially when holding people accountable during productive conflict.