


ASSESSMENT TO ACTION (A2A)

SMALL STEPS LEAD TO BIG IMPACTS



“ The benefits of learning to identify specific needs and tasks are immeasurable but, in a nutshell, I walked through the door of the workshop with a mental snapshot of my community in the future, and when I left the workshop, I held a cache of tools at my disposal, including an inventory of improvements, an itemized strategic plan to achieve the improvements, and a timed set of achievable goals for each improvement. ”

Sherry Oler, Mayor of the Town of Hudson

For more information, contact
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To ensure resilient, thriving communities, we support leaders in:

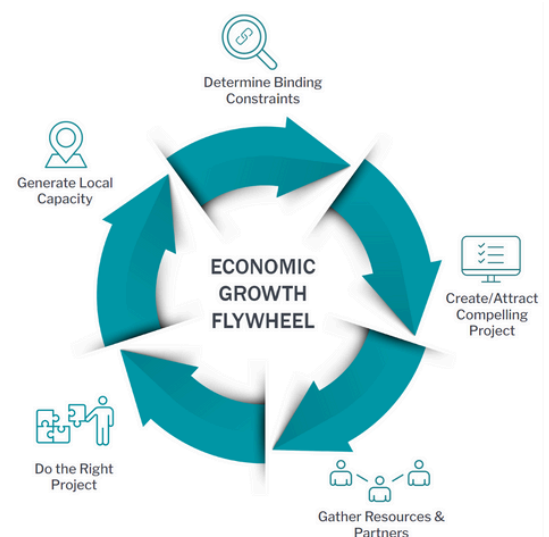
- solving root problem(s).
- growing local capacity and personal leadership skills.

laying a foundation for transformational systems.

WHAT IS ASSESSMENT TO ACTION (A2A)

Assessment to Action (A2A) is a process aimed at identifying challenges and removing obstacles to build a resilient local economy. It involves collaboration to explore, refine, and develop specific solutions to address your unique problem.

The program begins with a workshop for teams to learn about the flywheel process. Community, regional, and industry teams will work on a 10-week project, with support, to identify and address economic issues, collaboratively creating solutions that target root causes and drive meaningful change.



Foster a shared vision and collaboration. Join leaders dedicated to common goals and work together to turn this vision into real results.



Use a repeatable process to plan, test, and iterate for greater involvement and success.



Build Your capacity. Practice and enhance skills, capabilities, and resources to promote economic or organizational growth.

OUTCOMES AND IMPACT



Meaningful Change

- 100% said A2A was “very effective or effective in helping identify a root problem”.
- 80% said they made “valuable headway on the problem”.



Increased Collaboration

- 100% said the A2A program “significantly improved or improved collaboration.”



Scalable Results

- 80% said they would likely participate in A2A if they had to “do it over again”.
- 60% said they will use the A2A process to address other problems or issues. 40% not sure.

“The A2A program equips participants with the tools to simplify and tackle this process step by step. Unlike many programs that leave participants to navigate challenges alone after training, A2A offers ongoing support through weekly meetings and mentorship, ensuring communities have the guidance they need to achieve success.”

Amber Ash, Chief of Staff for Mayor Collins, City of Cheyenne



“The A2A process helped us prioritize our needs and begin to address our most critical one. It greatly aided us in our work, and will continue to guide our decision making in the future. I would recommend this program to any community--especially smaller ones who lack professionals who know more about these processes.”

Gerald George, Mayor, Town of Burlington

“I found the A2A process a valuable tool to help us define the opportunities and challenges our community faces to ensure economic development is a priority in Campbell County. I highly recommend the process and appreciate the support of the Wyoming Business Council in this effort.”

Heidi Gross, Executive Director, Gillette College Foundation



Need more information?

Contact: amber.power@wyo.gov
or your [WBC Regional Director](#)

COMMON QUESTIONS



How do we build a team?

Recruit a team of **3-6 members** that will commit to the process, support your team, and work toward a common goal. You want a team that is well-rounded and provides a 360 degree perspective. Teams may include:

- economic developers or someone working in the ED space.
- elected officials representing a town, city, county, or region.
- public and private members. This may include representatives from the:
 - business and industry (Chamber, Main Street, industry leaders).
 - education or training community.
 - grant writing community.
 - other community organizations, including non-profits.



What does it cost?

There is **no charge** for the workshop or materials. Teams are responsible for travel-related costs. Travel scholarships are available for communities less than 5,000 that show financial need. You can apply for a scholarship on the registration form.



What is the commitment?

- One virtual 60-minute team development session.
- One in-person 2-day Workshop.
- 10 week action plan implementation
- Virtual 30 minute weekly check-ins.
- Two 60-minute cohort check-ins.

TENTATIVE TIMELINE

| | | |
|--------------------------|--|----------------------------|
| Premeeting | <ul style="list-style-type: none">• A2A Process Introduction• Team Expectations and Agreements• Virtual, 60-minutes | -2 to -4 weeks |
| Workshop | <ul style="list-style-type: none">• Understand where you are.• Define your direction.• Develop solid action steps• In person, 2-days | Week 0 |
| Do the Work | <ul style="list-style-type: none">• <i>Implement Action Plan</i>• <i>30-minute weekly Check-ins</i> | Week 1 Week 2 Week 3 |
| Cohort Check-In | <ul style="list-style-type: none">• Teams update, ask questions, and provide feedback to cohort.• Open discussion• Virtual, 60-minutes | Week 4 |
| Do the Work | <ul style="list-style-type: none">• <i>Implement Action Plan</i>• <i>30-minute weekly Check-ins</i> | Week 5 Week 6 Week 7 |
| Cohort Wrap-up | <ul style="list-style-type: none">• Opportunity for attendees to ask questions and provide feedback• Open discussion on any concerns or suggestions• Virtual, 60-minutes | Week 8 |
| Post-Program Action Plan | <ul style="list-style-type: none">• Team action plan• Identify needs and resources• In-person 60-minutes | Week 9 |
| Continue the Work | <ul style="list-style-type: none">• Continue Action Plan or Implement New Project• 30-minute weekly Check-ins | Week 10+ |

TENTATIVE AGENDA: DAY 1

8:30 AM

Breakfast (Optional)

9:00 AM

Welcome and Orientation

Set expectations, review agenda, establish ground rules

9:30 AM

Team Development and True Colors

Strengthen team dynamics by identifying personality traits and communication styles, strategize collaboration.

12:30 PM

Lunch

1:00 PM

Problem Development

Define a clear, shared problem and identify the root causes.

3:00 PM

Test Assumptions

Challenge existing narratives and identify evidence.

5:00 PM

Entry Point

Select a starting point based on your skills, abilities, and capacity.

5:30 PM

Wrap up and Reflection

6:00 PM

Adjourn



TENTATIVE AGENDA: DAY 2

8:00 AM

Breakfast

8:30 AM

Welcome

Energize and prepare for the day

9:00 AM

Review and Revise

Review the previous day's work and make changes.

9:30 PM

Ideation and Project Development

Generate ideas and select a project direction.

11:30 PM

Lunch

12:00 PM

Action Planning and/or

Create a rough action plan allowing for iteration and adaption.

2:00 PM

Test the Idea

Simulate community engagement and refine plans

3:30 PM

Closing and Next Steps

4:00 PM

Adjourn

