

**CT19**

**#BUILDING ECOSYSTEMS**



## BUILD A PRIORITIZATION ECOSYSTEM

[tinyurl.com/cctboxct19](https://tinyurl.com/cctboxct19)



Waze is an incredible example of a prioritization ecosystem. You type in your destination. It then gathers information in real-time from users maneuvering through your complex, constantly changing traffic system. It recognizes obstacles and opportunities. It then presents you with a prioritized display of options to help you get to your destination as quickly as possible. And it provides continuous updates and new prioritized suggestions as conditions change.

*"Measurement is fabulous. Unless you're busy measuring what's easy to measure as opposed to what's important."*

**SETH GODIN**  
AUTHOR

Changemakers work to build this “Waze-like” functionality in their changemaking innovations. The systems, problems, and opportunities that changemakers encounter are no less complex than traffic patterns. Continuous learning and pivoting are critical. Building ecosystems that provide prioritized information and insights that empowers this is essential for success.

**▶ SEE THIS CHANGEMAKING TRIMTAB IN ACTION | SELECT CHANGEMAKING INNOVATION MINI-CASE EXAMPLES**

<input type="checkbox"/>	<b>V15 MOVING KNOWLEDGE INSTEAD OF PATIENTS</b>	Healthcare professionals from around the world continuously communicate with each other about how to treat illnesses.	<b>p. 360</b>
<input type="checkbox"/>	<b>V41 A STOPLIGHT FOR POVERTY ALLEVIATION</b>	Community members in Paraguay use a poverty alleviation tool to help them prioritize their efforts.	<b>p. 366</b>
<input type="checkbox"/>	<b>V60 WORKER-LED PRIORITIZATION</b>	Workers use tablets with customized software to crowdsource priorities and participate in campaigns.	<b>p. 369</b>
<input type="checkbox"/>	<b>V63 WELCOMING COMMUNITIES</b>	Established community members and new immigrants continuously meet to build empathy and prioritize challenges.	<b>p. 370</b>
<input type="checkbox"/>	<b>V67 HUMANIZING HEALTHCARE</b>	Community health workers repeatedly go to patients' homes to understand their priority problems and offer support.	<b>p. 371</b>
<input type="checkbox"/>	<b>V68 GETTING TO ZERO HOMELESSNESS</b>	Organizations continuously meet with people experiencing homelessness to prioritize their personal challenges.	<b>p. 371</b>
<input type="checkbox"/>	<b>V70 TRUCKERS FIGHTING TRAFFICKING</b>	Truckers and the police are working together to prioritize where and how they might prevent human trafficking.	<b>p. 371</b>
<input type="checkbox"/>	<b>V73 SURROUNDING STUDENTS WITH FAMILY</b>	Volunteer “families” continuously communicate with students so that they can prioritize how best to provide support.	<b>p. 372</b>
<input type="checkbox"/>	<b>V79 A CIVIC JOURNALISM LAB</b>	Journalists and local citizens meet to discuss the community and prioritize stories.	<b>p. 373</b>

**🔧 YOUR TURN | SUGGESTED TOOLS TO HELP YOU PUT THIS IN ACTION**

<input type="checkbox"/>	<b>T4.5 PROBLEMS VS DESIGN CONSTRAINTS ANALYSIS</b>	Prioritize problems that are currently the most actionable given practical constraints.	<b>p. 182</b>
<input type="checkbox"/>	<b>T4.6 PROBLEM PRIORITIZATION ANALYSIS</b>	Prioritize problems based on an analysis of severity and frequency.	<b>p. 184</b>
<input type="checkbox"/>	<b>T5.6 DECISION MAKING BIASES MAP</b>	Analyze and prioritize some of the most common biases that might be influencing how people are making decisions.	<b>p. 202</b>
<input type="checkbox"/>	<b>T7.6 INNOVATION DISTILLATION BLUEPRINT</b>	Distill the most critical elements of your changemaking innovation so that you can prioritize what scales.	<b>p. 248</b>
<input type="checkbox"/>	<b>T12.4 FEEDBACK PROCESS STRATEGY</b>	Make sure that you're prioritizing all of the key factors for feedback strategy design.	<b>p. 322</b>

<b>THE CURRENT CONTEXT</b>	
<b>THE ECOSYSTEM</b>	
<b>THE PEOPLE</b>	
<b>THE DESIRED INFORMATION/ INSIGHTS</b>	

**HOW MIGHT WE BUILD A PRIORITIZATION ECOSYSTEM?**



<b>PRIORITY FOR OUR CHANGEMAKING EFFORTS</b>	<b>PERCEIVED STRENGTH OF THIS CONCEPT/ IDEA</b>	<b>POTENTIAL POSITIVE IMPACT OF THIS CONCEPT/ IDEA</b>
LOW    MEDIUM    HIGH	LOW    MEDIUM    HIGH	LOW    MEDIUM    HIGH
<b>WHY?</b>	<b>WHY?</b>	<b>WHY?</b>

<b>NOW WHAT?</b>	
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