



Leading with Shared Values



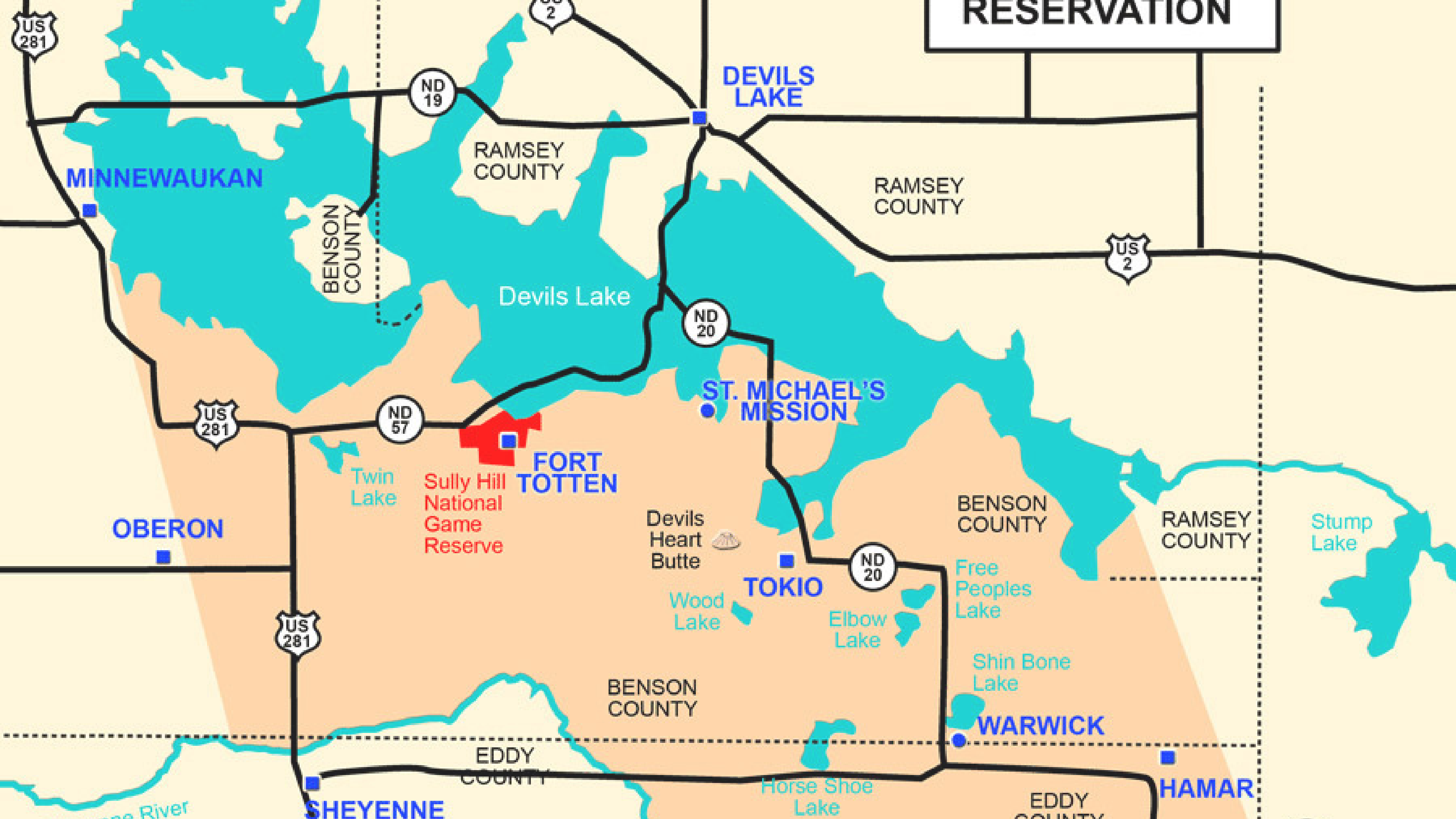
Strengthen**ND**®

TALKING POINTS

- **STORY OF ME**
- **STORY OF STRENGTHEN ND**
- **VALUES-BASED COMMUNICATION**
- **LESSONS LEARNED**
- **IDENTIFYING YOUR VALUES**



ABOUT ME



Norway to NoDak





PUBLIC HEALTH CRISIS

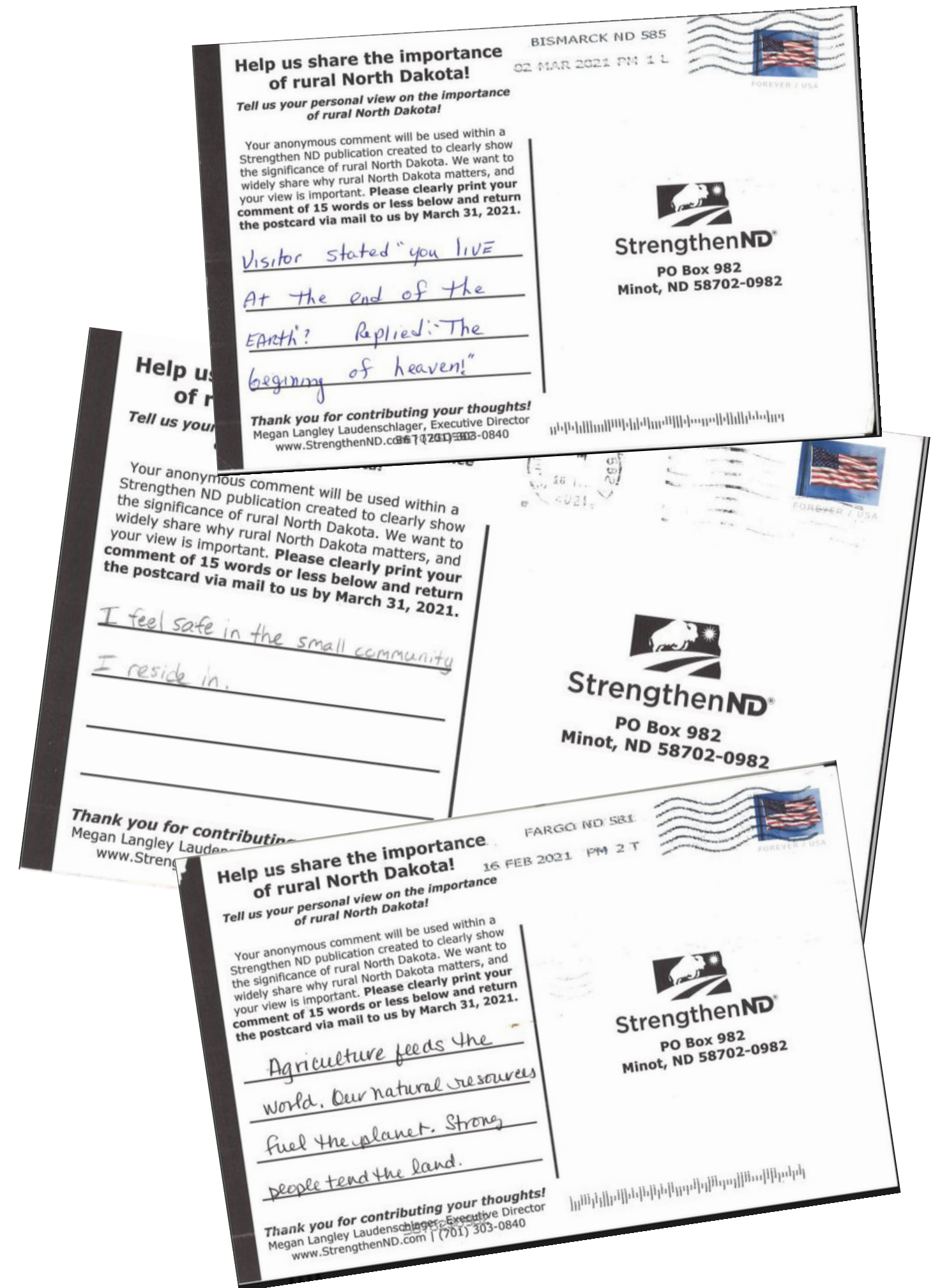


RURAL INEQUITY IS REAL

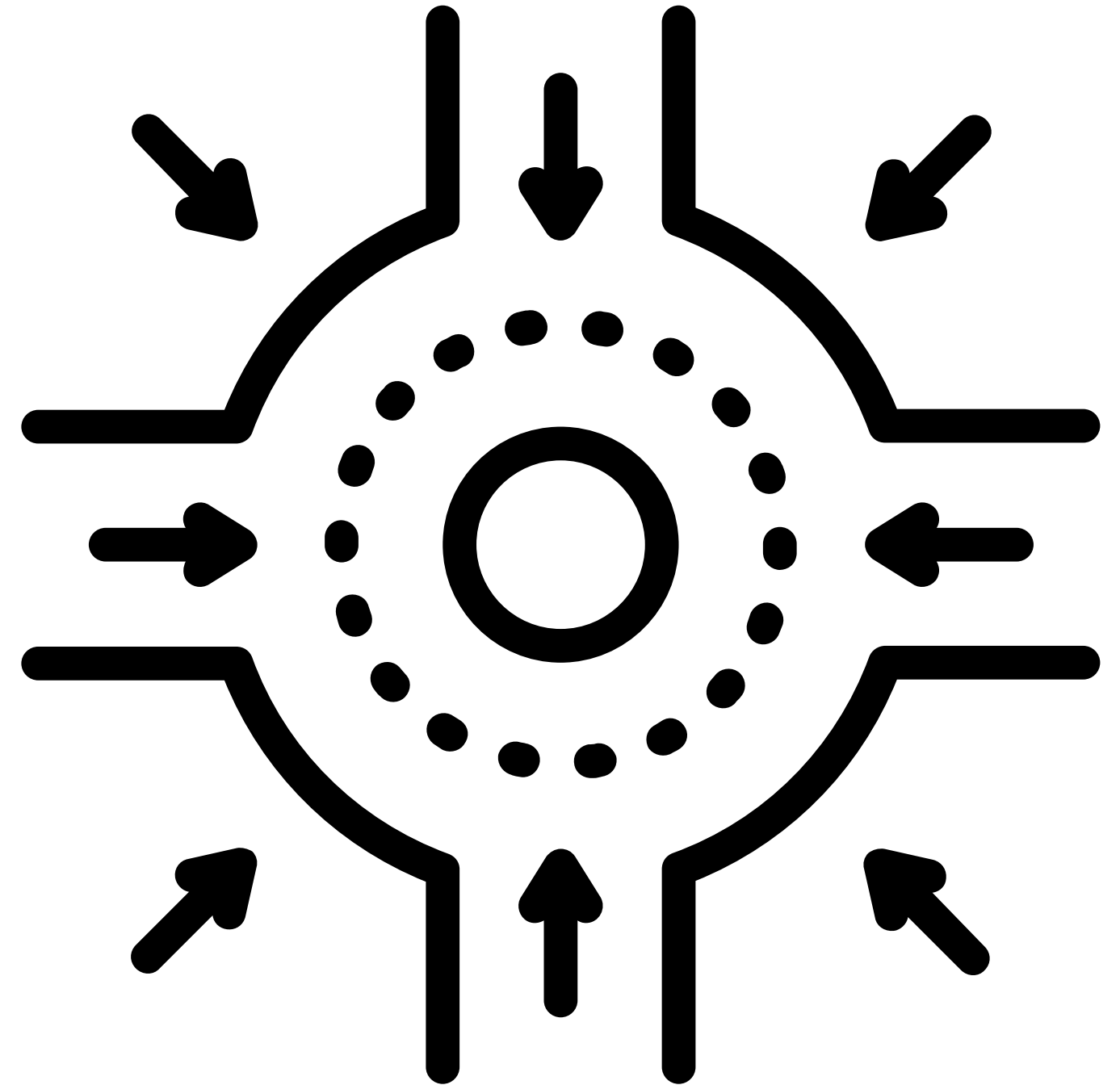
WHY STRENGTHEN ND?



WHO ARE WE?



INTERSECTION OF COMMUNITY



WHAT WE DO

1


**BUILDING
CAPACITY**

2

**ADVANCING
ISSUES**

3

**COMMUNITY
SOLUTIONS**



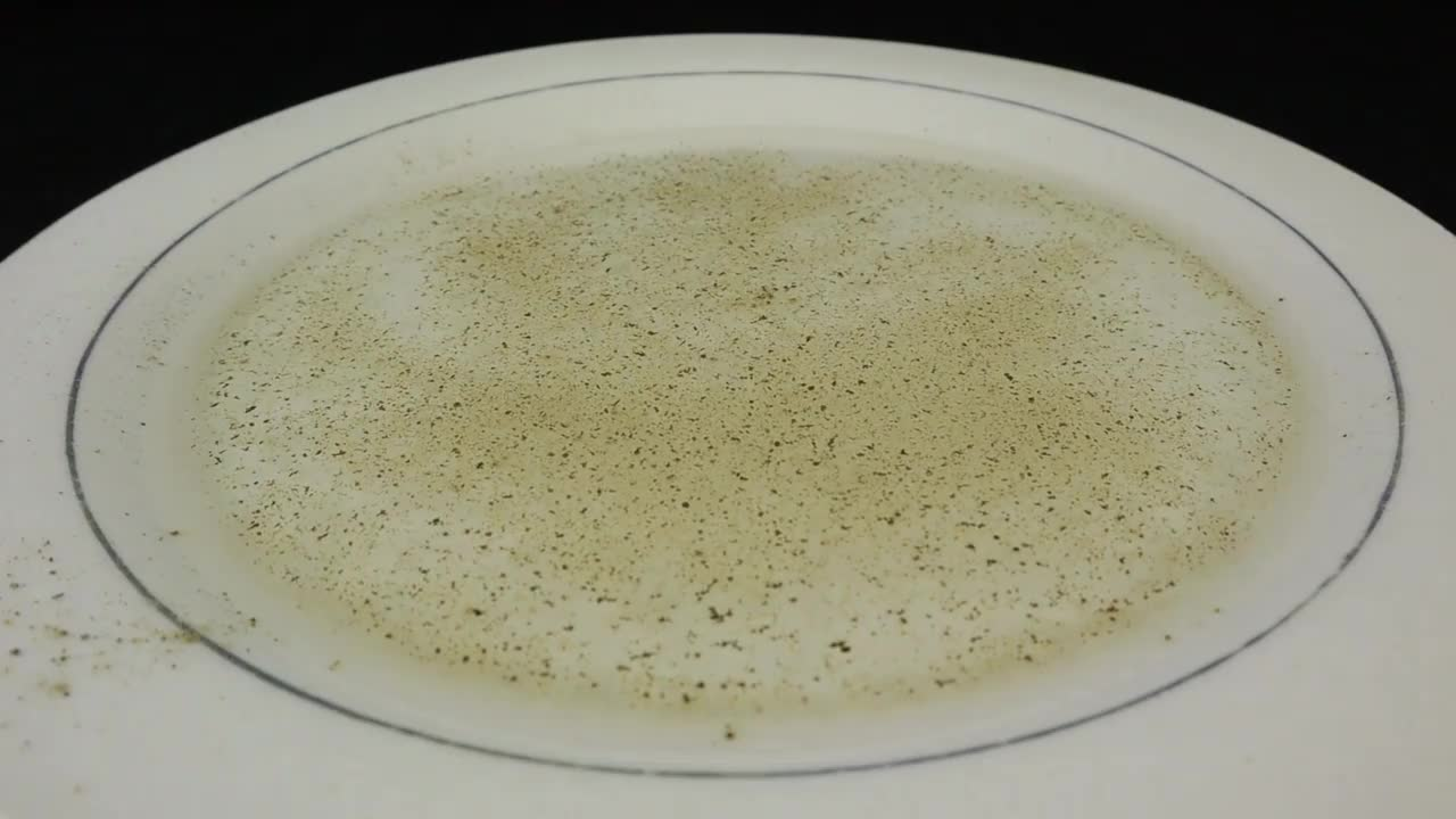
**WE PROMOTE &
ADVOCATE FOR NORTH
DAKOTA**



ORGANIZATIONAL VALUES



**MEETING PEOPLE WHERE
THEY ARE AT**





LANDOWNER PUSHBACK

2006



The Voices for Economic Opportunity Incubator



CORE VALUES

A watercolor illustration of a landscape. In the foreground, a path leads from the bottom left towards the center. The middle ground features a large, light-colored building with a dark roof, possibly a house or a small shop, surrounded by greenery and trees. The background is a soft, hazy landscape with more trees and a pale sky. The overall style is soft and painterly, with visible brushstrokes and a muted color palette.

**At the same time...we
were testing an idea...**

A soft watercolor illustration of a path leading through a landscape with trees and a building in the distance. The colors are muted greens, blues, and greys.

Identity ~ Pride ~

**Advocacy = Positive
Change**





**Tell us your personal view on the
importance of rural North Dakota!**

in 15 words or less

Favorite Quote





DIFFERENT PERSPECTIVE



WHAT DID THEY SAY?

1) HOME

Rural North Dakotans have immense pride in where we come from and the place we call home.

2) Opportunity

Rural North Dakotans have a history of immigrating from Europe to escape famine and persecution and coming to North Dakota in search of opportunity and a better life.



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3) Community

Rural North Dakotans believe in each other. We believe that we can revitalize our community by rallying together like never before.

4) Land

The success of rural North Dakota will rely on people coming together to save the land and way of life we love.

5) Legacy

North Dakota has a history of welcoming everyone. We have a rich diversity of folk arts, traditions, and tangible roots. It's in the state's DNA to open its arms to all.

**ASPIRATIONAL
VALUES...LOT OF
WORK TO REALIZE
THEM!**

NARRATIVE CHANGE EFFORTS



FOCUSING

- **SHARED VALUES**
- **OPPORTUNITIES IN
COMMUNITIES**
- **ATTRACTING
NEWCOMERS**



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"WE SPACE"



"WE SPACE"

LESSONS LEARNED

PROCESS, PROCESS, PROCESS!

- **SLOW DOWN!**
 - **UNDERSTAND OTHERS BEFORE WE REACT AND RESPOND.**
- **BULLSEYE REFLECTIONS**
 - **"LET ME SEE IF I GET IT. FOR YOU, IT IS ABOUT THIS AND THIS. AND FOR YOU, IT IS THIS AND THIS. DID I GET THAT RIGHT?"**
- **NAME DIFFERENCES BASED ON BULLSEYE REFLECTIONS.**



CHECK ASSUMPTIONS

HYPERAROUSAL

Use mindfulness,
grounding, Breath work

Overreactive, unclear thought,
Emotionally distressed

Can't calm down

WINDOW OF TOLERANCE

The body is in its optimal state, Can access both
reason and emotion, Mentally engaged

Shutting Down

Depressed, lethargic,
numb, unmotivated

Use mindfulness, breath work,
physical activity

HYPOAROUSAL

5

1

-5



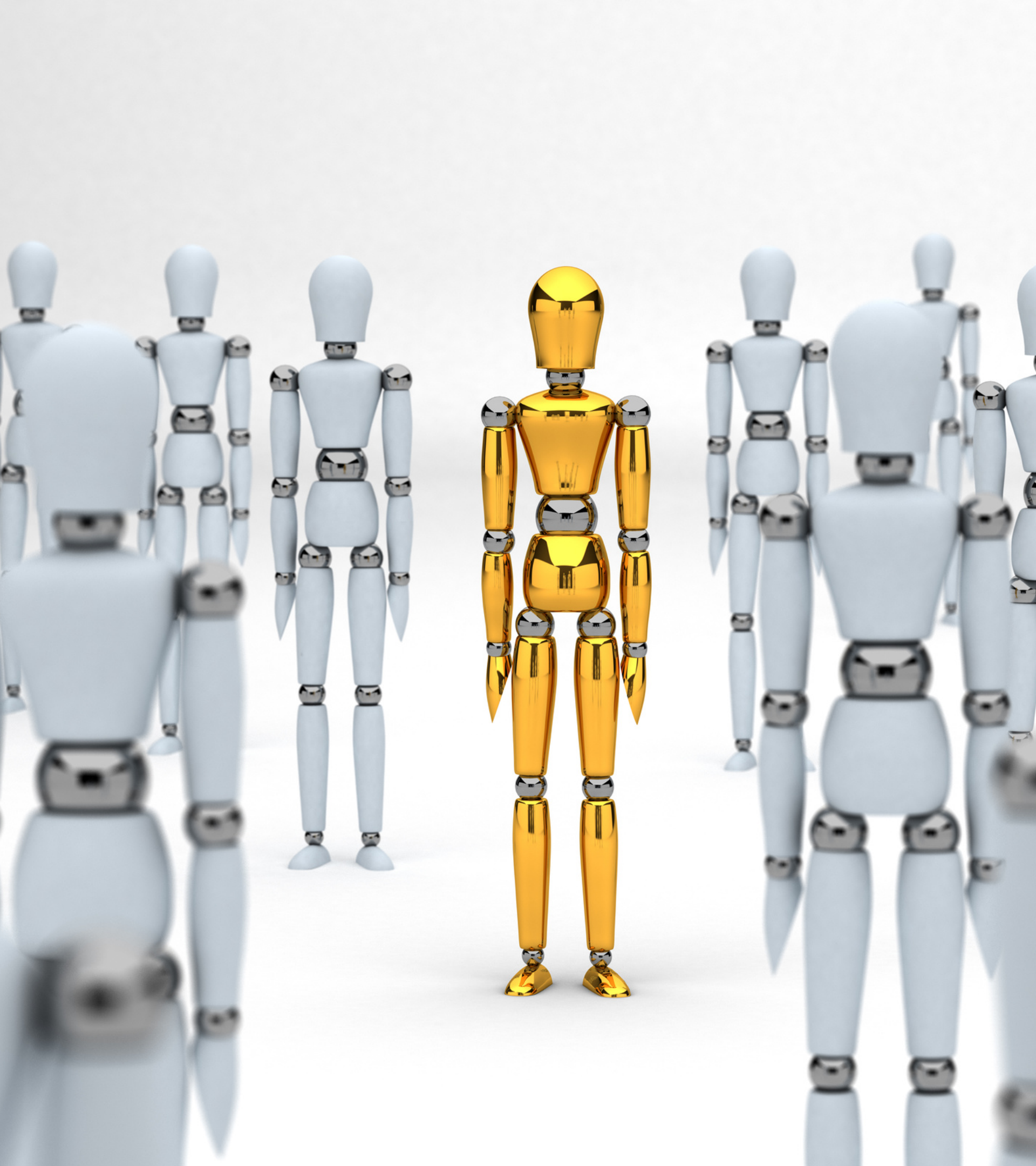
"HELP ME UNDERSTAND"



GOAL OF CONFLICT



**WHAT ARE
YOUR VALUES?**



- **INTEGRITY**
- **INCLUSIVITY**
- **HONESTY**



**WHAT ARE YOUR
ORGANIZATIONAL
VALUES?**



- **INNOVATION**
- **KINDNESS**
- **COLLABORATION**

Values influence
mission and vision.

A mission statement clarifies what the organization wants to achieve, who they want to support, and why they want to support them.

A vision statement describes where the organization wants a community to be as a result of the organization's services. The mission statement is a roadmap for the organization's vision statement.



SHARED VALUES EXERCISE

5 "whys" exercise

An example:

Statement: “Kids need quality out-of-school time care.”

- 1. Why is that? Because children need a safe place to go when caregivers are at work.**
- 2. Why is that? Because they end up learning some important skills for life.**
- 3. Why is that? Because it will help them to cope with adult life more effectively.**
- 4. Why is that? Because life is more fun if you know how to cope with things.**
- 5. Why is that?want a community full of healthy and well people....better outcomes for kids/families...etc.**

IT'S HARD.

**HOW MIGHT WE LEAD
WITH OUR VALUES FOR
THE BETTERMENT OF
OUR FAMILIES AND
COMMUNITIES?**

THANK YOU!

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