



The **Harwood** Institute

Our Intellectual Capital

Our ideas, frameworks and tools can be easily described in six major areas, but people apply them more like a kaleidoscope – mixing and matching different pieces according to the challenges and opportunities they face.

Making Communities Work – understand why some communities make progress, others don't, and how you can develop a community's capacity to move forward. Key content includes:

- Community Rhythms: The 5 Stages of Community Life
- Public Capital – The Relationships, Networks, Norms, Leaders and Structures that Make a Community Go

Authentically Engaging People – why and how people engage with each other in public life – and why they often don't – and what you can do to create the productive conditions, processes, and initiatives that make a difference. Key content includes:

- 5 Principles of Authentic Engagement
- The Engagement Path
- Designing Sound Engagement Initiatives
- Do's and Don'ts of Managing Community Conversations

Strengthening Civic-Minded Organizations – all communities need them. Here is why and how you can create them in your community and the implications for your organization. Key content includes:

- Finding and Developing Centers of Strength Organizations in Your Community
- 5 Steps for Creating Organizational Homes for Engagement

Taking Effective Civic Action – look at how change emerges over time, and how to think about and invest in actions that spark and sustain meaningful change. Key content includes:

- Investing in Actions that Address Key Challenges *and* Build Community
- Matching Strategies with Community Capacity
- Pebble Theory of Change & Benchmarking Progress

Changing the Stories We Tell – communities, organizations and individuals are all driven by narratives and stories. In an era of false hope, here is how you can tell *and* spread more stories of authentic self-trust and hope. Key content includes:

- Identifying Ingrained Narratives
- Principles for Finding & Telling Stories of Self-Trust & Hope
- Winning the Competition between Ingrained and Emerging Narratives

Aligning Civic-Minded Work Internally – organizations and groups that want to be “connected” with their communities need to ensure that their connection is guided by credibility, trust and effectiveness. Key content includes:

- Examining Internal Practices, Reflexes & Norms
- Public Alignment: Bringing all the Pieces Together
- New Mechanisms: Creating Conditions for Change