

SWEET SPOT OF PUBLIC LIFE

A Public
Orientation

FINDING THE SWEET SPOT

Community
Context



Authentic
Engagement

Impact

Sustainability

Appendix

The sweet spot: people and organizations finding ways to act on specific public challenges and building community at the same time

Opportunity

- The reality is that we may never have all the resources we want to address challenges in our community. Finding the Sweet Spot will help us to marshal our existing resources, expand our community's capacity for action, and move ahead more effectively.

Challenge

- Your colleagues or potential partners may not immediately see the relevance of trying to build community as they seek to address their specific agenda.
- Partners and colleagues may think of their work mostly in terms of "providing service" or "meeting immediate needs." Their goal is to serve those in need and not to build the community or create broader change.
- Colleagues may believe they don't have the time or resources to think about or do this work.
- People may be interested in finding the "Sweet Spot" but don't see how.