

The 3A's of Public Life: **5 Traps to Avoid**

*The 3A's are touchstones for **making the judgments and choices** so you can be **effective in creating impact** through your work and **stay true to your aspirations** at the same time.*

- Trap 1.** We confuse marketing and audience studies with “knowing” the community.

- Trap 2.** We don't have systems to use what we learn from the community – and too many silos exist.

- Trap 3.** We still do outreach when we need to engage the community.

- Trap 4.** We mix up activity for action.

- Trap 5.** We set audacious goals to raise money, even when we can't meet the goals.