

## The Sweet Spot of Public Life: **5 Traps to Avoid**

*The Sweet Spot is where you take action on a public challenge in a way that builds the conditions for change in your community*

- Trap 1.** We confuse programmatic and organizational challenges with our public challenge.
  
- Trap 2.** We don't use the public knowledge we have gathered to inform our understanding of the public challenge.
  
- Trap 3.** We treat building conditions for change as a stand-alone project rather than leveraging our existing efforts.
  
- Trap 4.** We try to address too many public capital factors and get overwhelmed.
  
- Trap 5.** We don't continually align our efforts to stay in our Sweet Spot.