

Creating a 3 minute "Sound Bite"

(Adapted from the Core-Values Driven Strategy Model by John King)



This tool can be used in many ways, but for today we will use it as a very focused exercise to help us develop a brief, concise description of our coalition.

1. Overview

2. The Core Value Model

3. Examples of 3-minute descriptions

4. Developing components of the Core Value Model

A. Our Vision:

B. Our Core Values:

C. Our Outcomes:

D. Our Assets:

E. Our Behaviors:

5. Practice with a Partner:

Take turns answering this question: "So, what is this Coalition?"

1. The **Vision** of the coalition is... (grab them in the heart with your vision)
2. We are driven by the **Values** of ...
3. **The Outcomes** we want to achieve are ...
4. We have **these Assets** to meet our Outcomes.....
5. **Our Behaviors** that will get us to our Outcomes are....
- 6 This is how we will achieve our **Outcomes** of(repeat)
7. This is our plan/program. (closure)