



Frameworks

Making

Decision

Assumptions

Opportunity

Thinking

Perspectives

Knowledge

Used

Critical

Facts

Conclusion

Made

Time

Others

PMI

Teams

Solution

Confident

Working

helps

Consequences

Process

Tools

Equal

Need

Success

Aids

objective

Problem

**How does your League
make decisions?**

**Choose
advocacy
issues?**



Determine education opportunities?



Build membership?



How do we get from here





To Here

For every problem there
is an opportunity

For every opportunity
there is a chance to tell
a new story













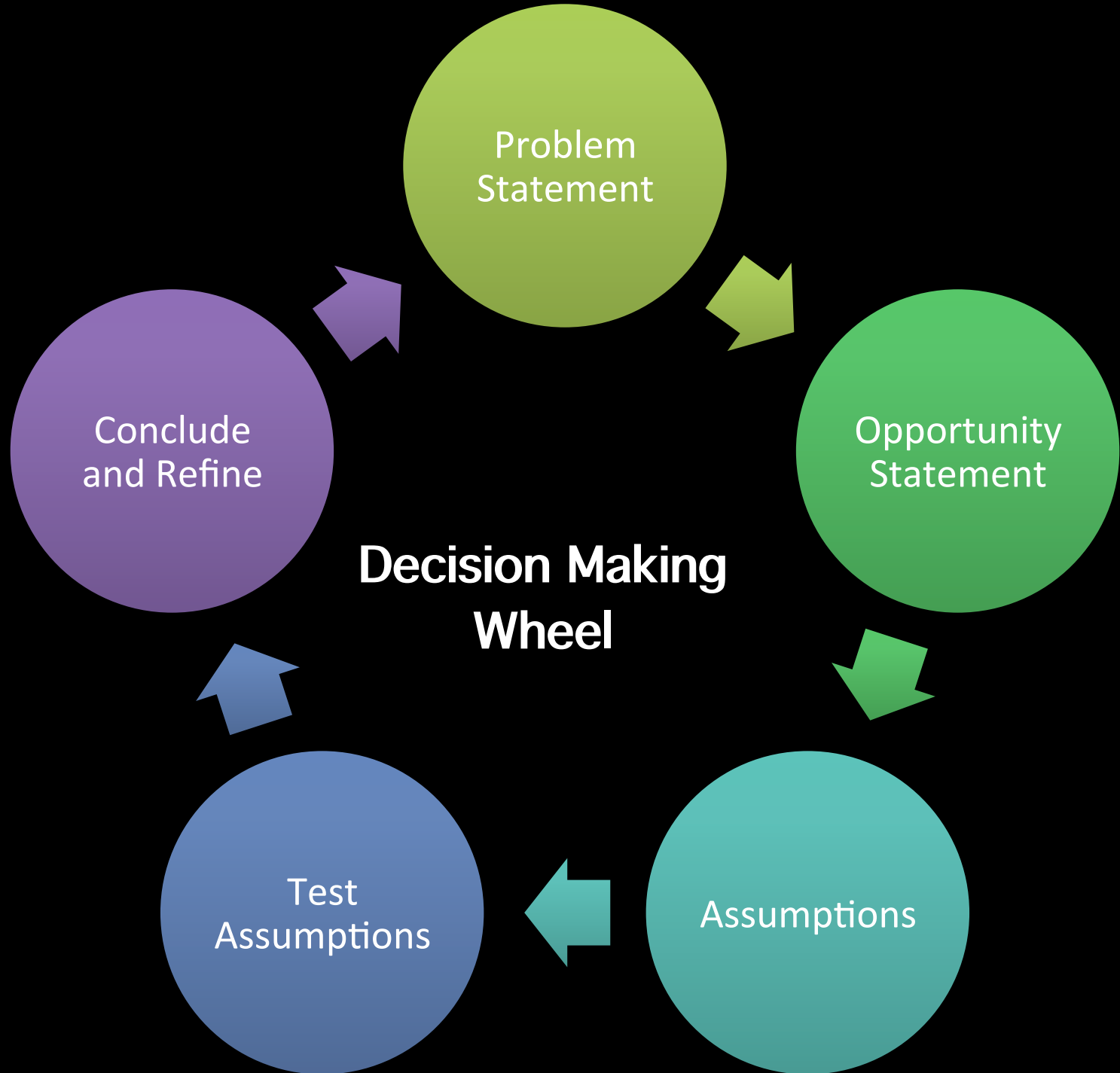


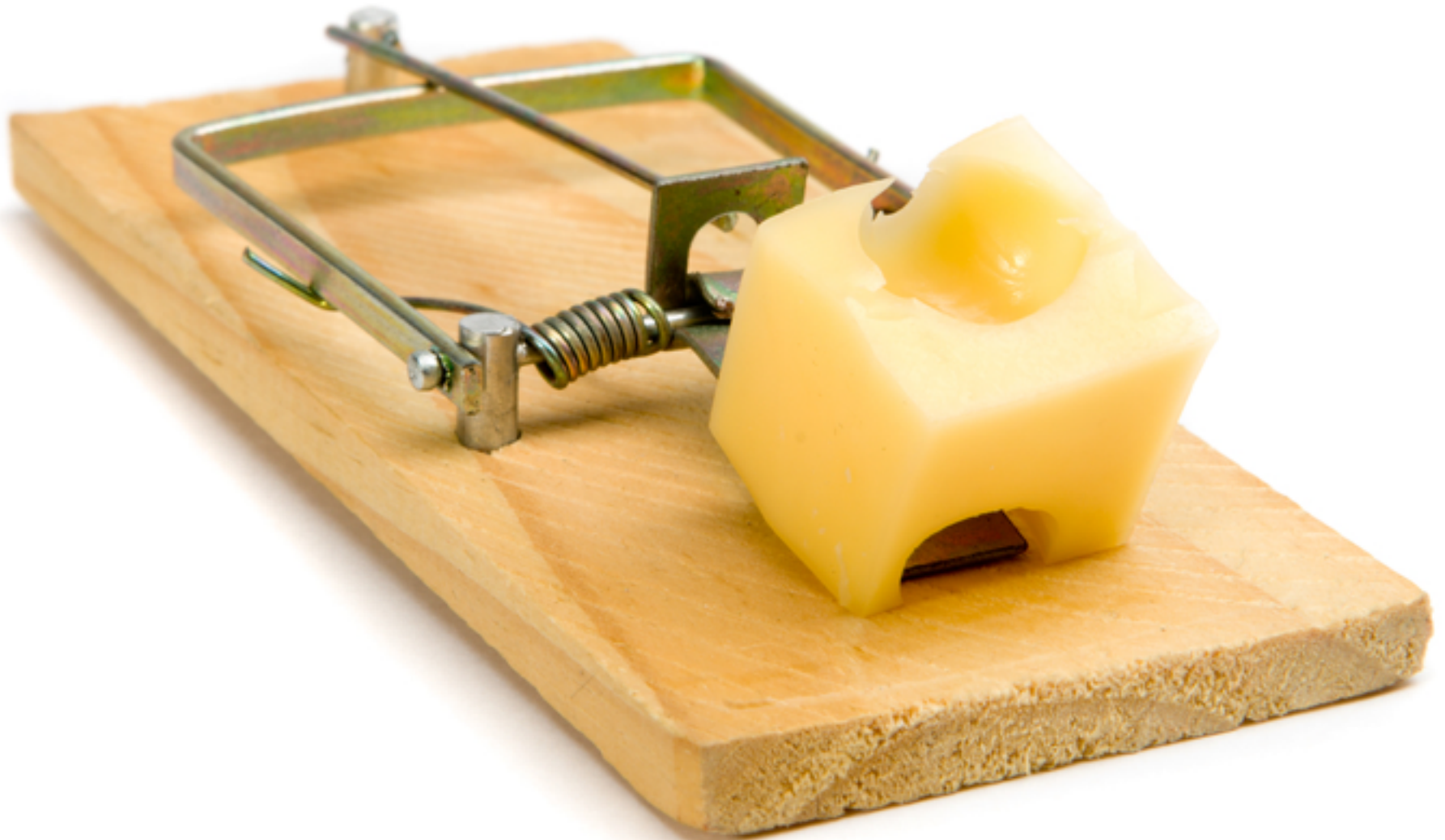
**You can complain about the
problem**

**Students have no understanding
of civics or government**

Or you can present the opportunity

**The League has the opportunity
to educate youth about good
government**

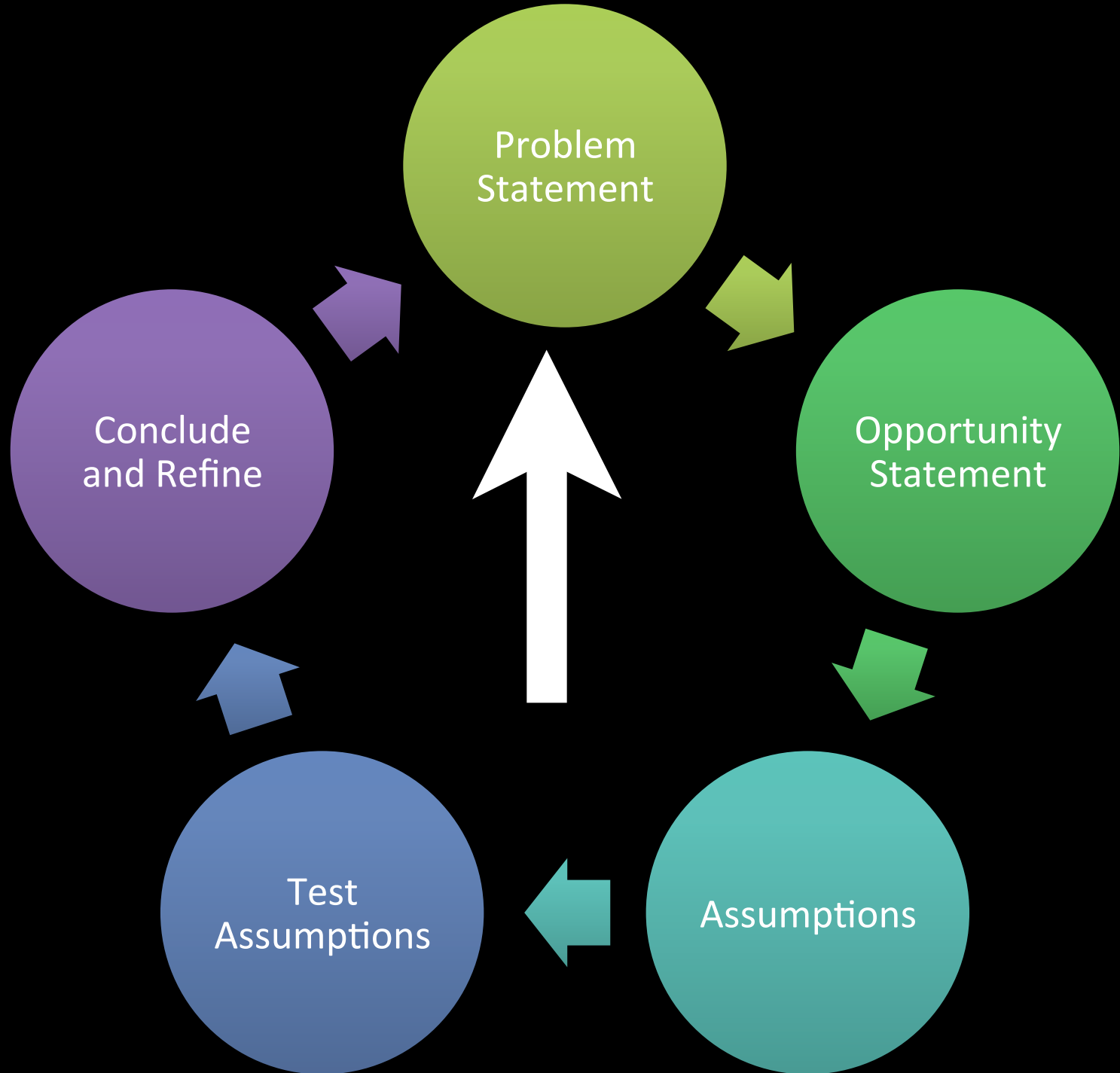




Problem...



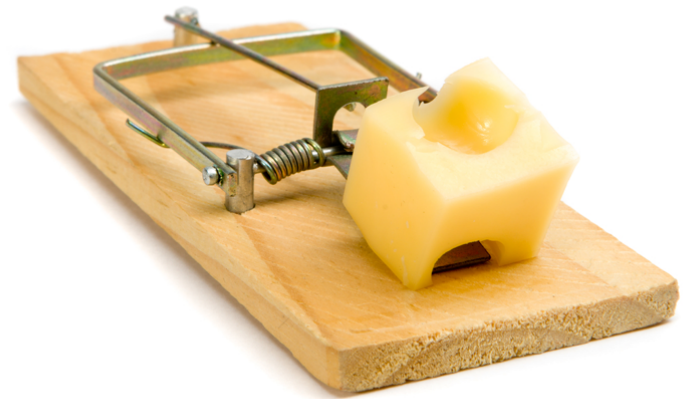
Opportunity



Problem Statement

Because of the great weather, my lemon tree has grown a bumper crop this year, and my neighbors will complain about rotting lemons on our front lawn.

What is the problem & cause?

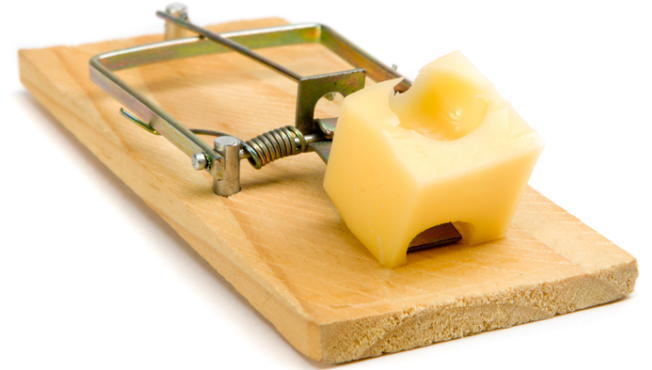


Who does it impact and why?

Problem Statement

Because the classes are no longer taught, students are not interested, and the topic is dull, university students are graduating with no real understanding of civics or government. This impacts student's ability to effect government, and candidates and public officials ability to reach youth.

What is the
problem &
cause?



Who does it
impact and
why?

A well written problem
statement gets you half
way to your
opportunity

The problem

+

The cause of the problem

=

**Boundaries and definition of
the opportunity**

Who is impacted

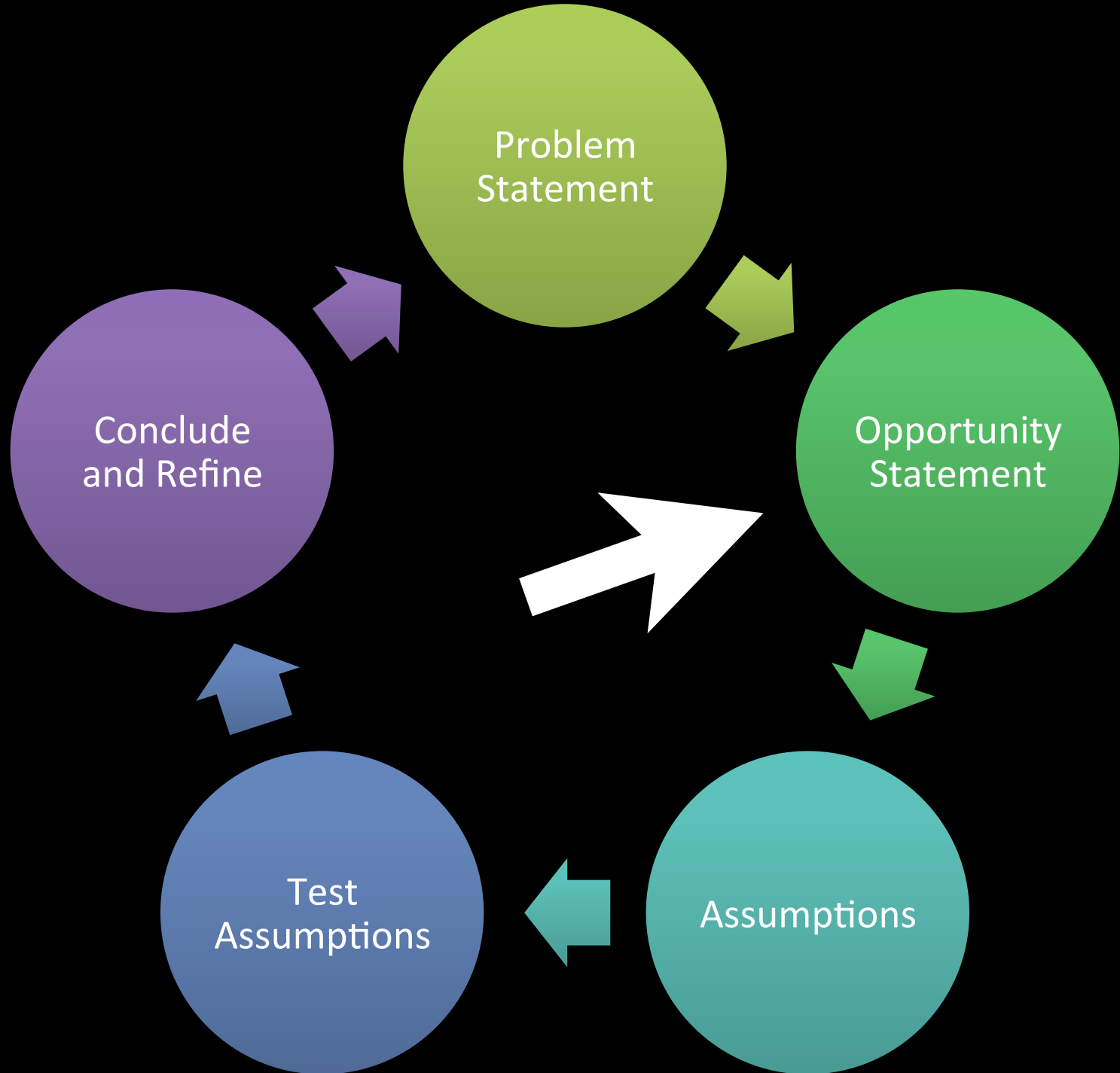
+

Why they are impacted

=

**Stakeholders and audience
for your opportunity**

A well written problem
statement gets you half
way to your
opportunity



Opportunity Statement

I can open a lemonade
stand and sell lemonade at
a fair price to my neighbors.
I will make a profit and the
neighbors will enjoy fresh
lemonade and not be
bothered by rotting lemons.

**What is the
opportunity?**



**Who benefits
and why?**

Opportunity Statement

The League has the opportunity to support our mission, gain new members, and create new leaders by engaging and educating youth. Through our efforts, youth will become better leaders, and public officials and candidates will be able to access youth support and involvement.

What is the opportunity for League/why?



Who benefits and why?

The opportunity

+

Why opportunity (internal)

=

**Our goals (align w/ mission,
new members, engage youth)**

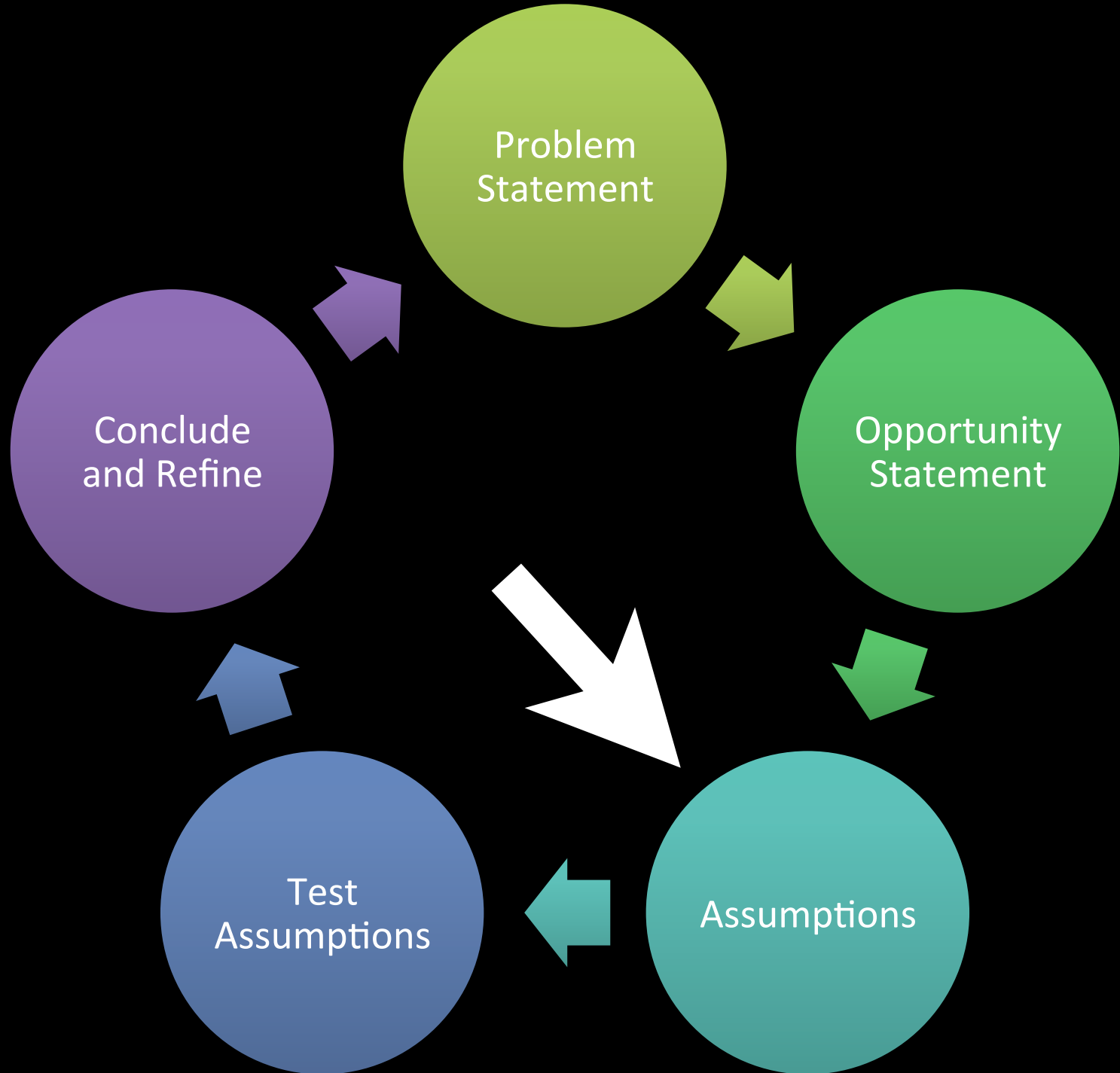
Who is impacted (external)

+

Why they are impacted

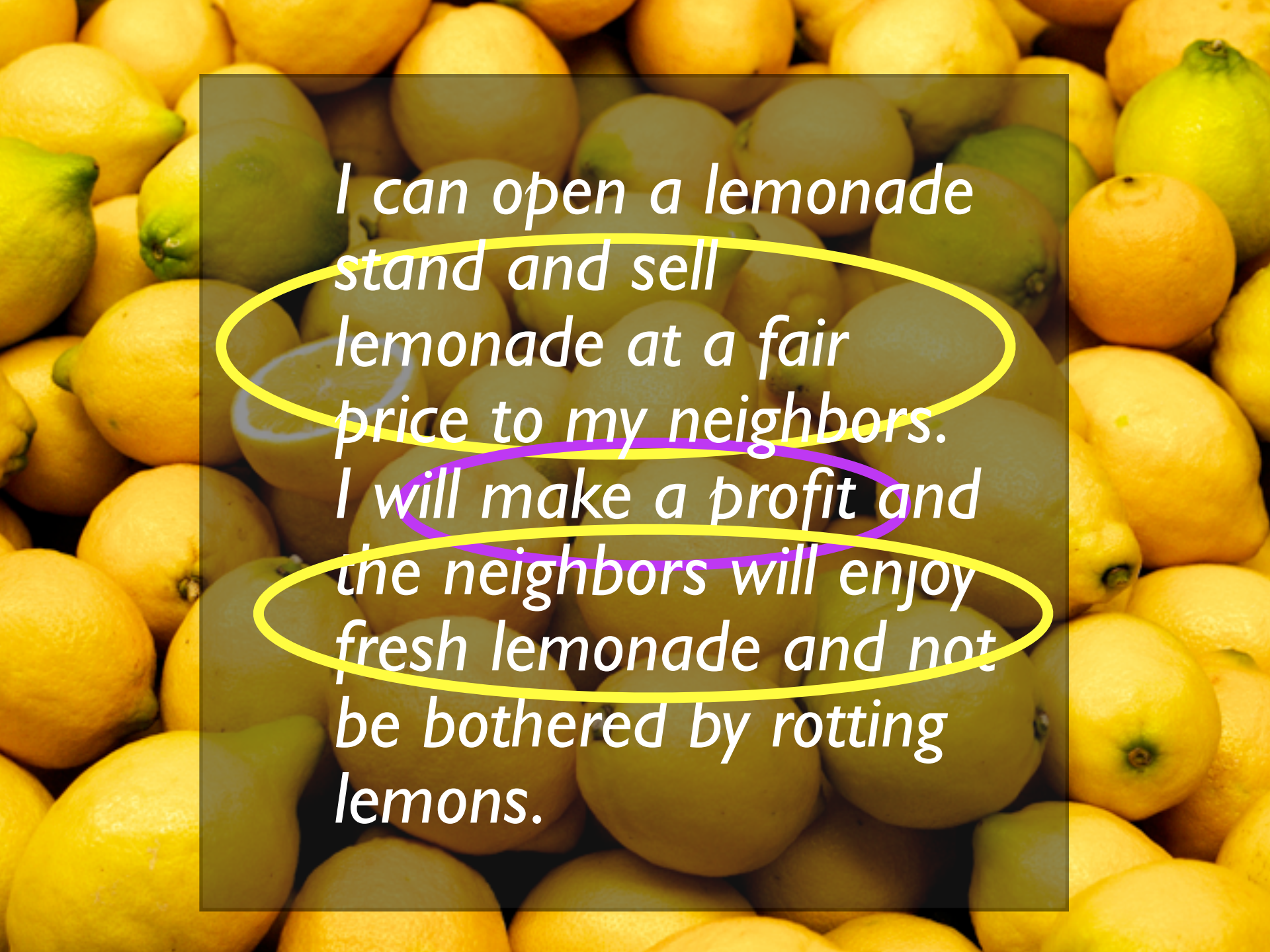
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**Stakeholders, audience,
funders, and/or partners**

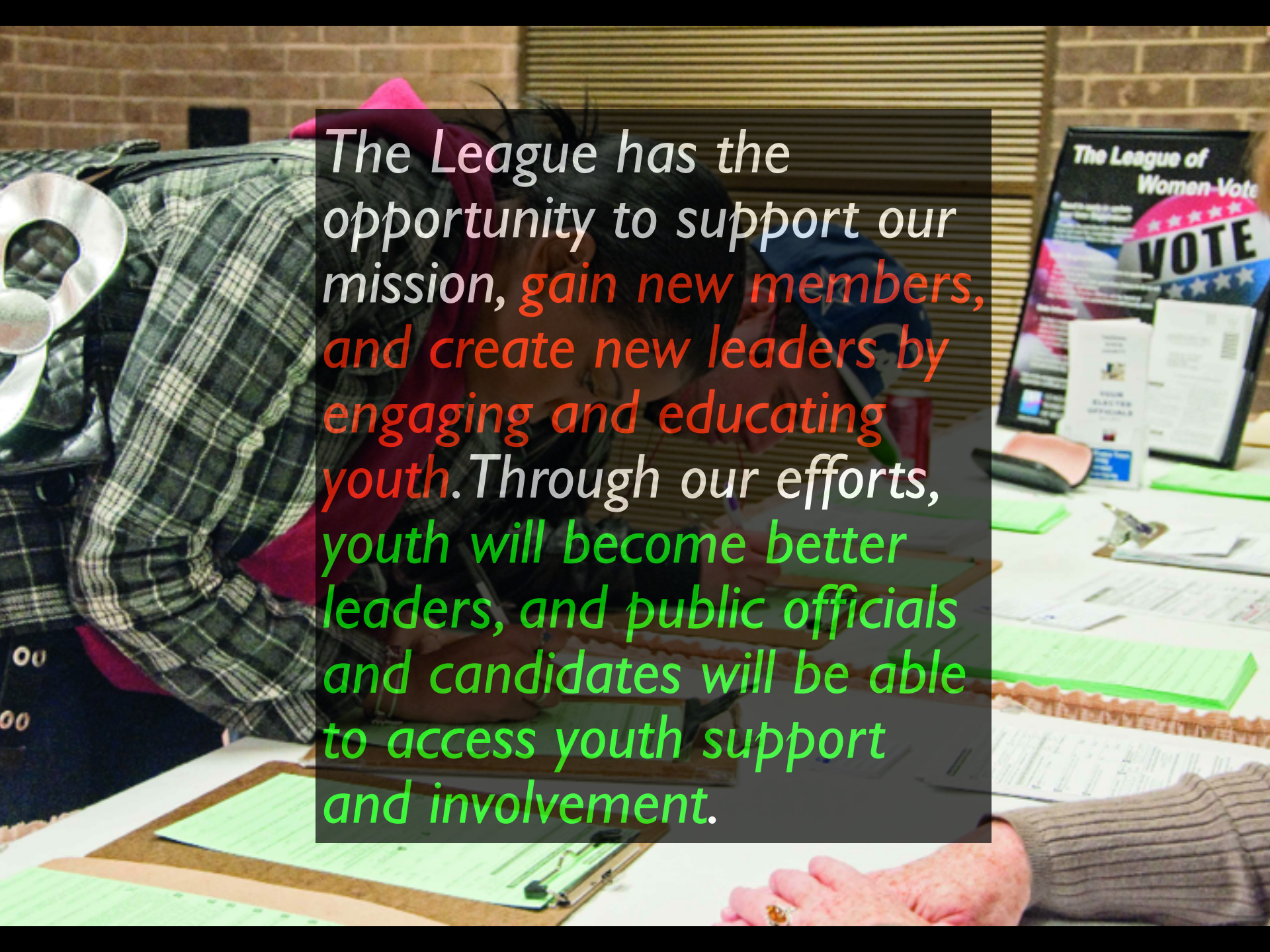


**What
assumptions are
driving your
problem and
opportunity?**

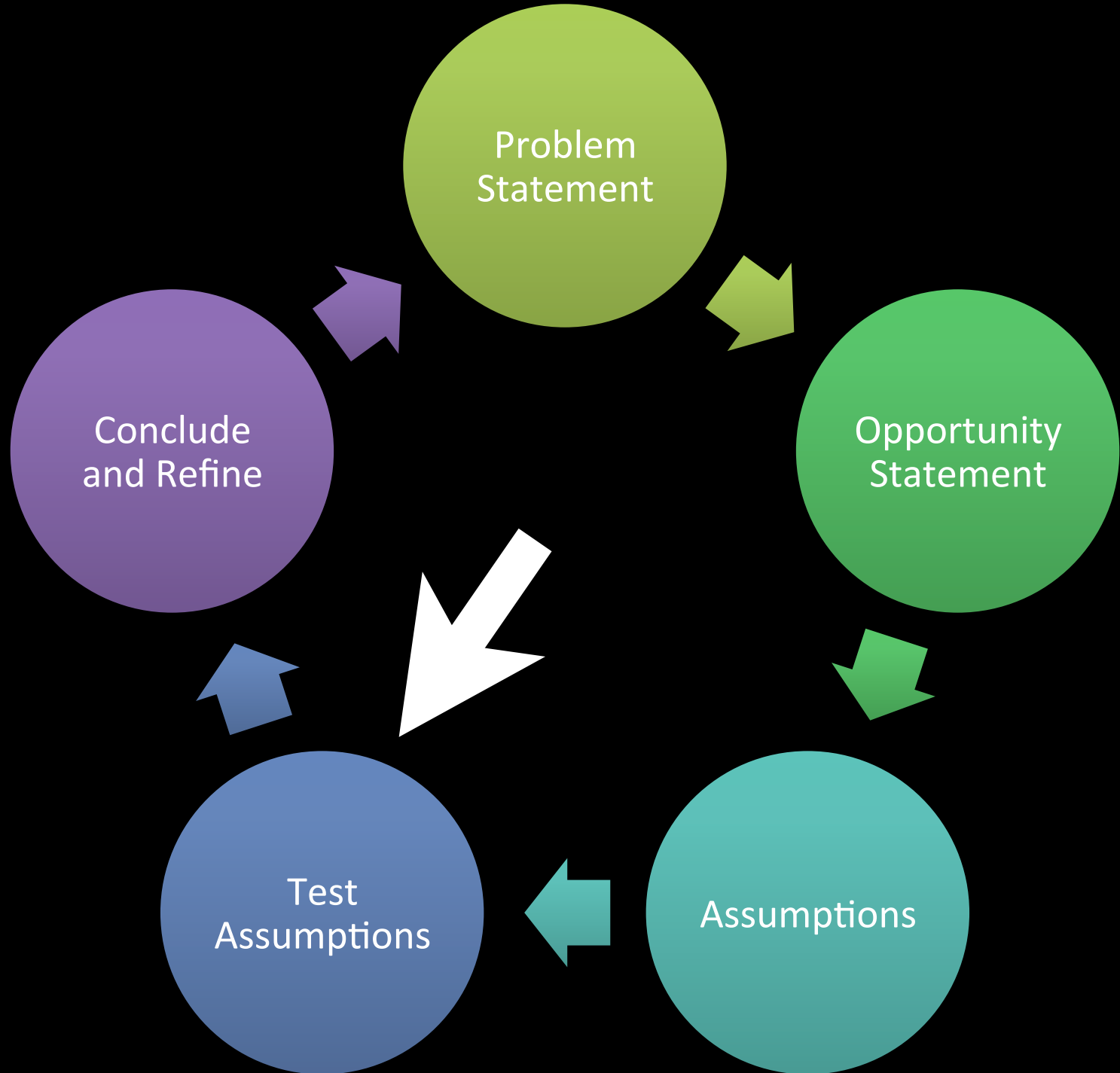




*I can open a lemonade
stand and sell
lemonade at a fair
price to my neighbors.
I will make a profit and
the neighbors will enjoy
fresh lemonade and not
be bothered by rotting
lemons.*

A woman with dark hair, wearing a green and white plaid shirt and a pink headscarf, is leaning over a desk, focused on her work. She is surrounded by various items: a laptop, a sign that reads 'The League of Women-Vote' with a large 'VOTE' graphic, several papers, a green folder, and a mouse. The background shows a brick wall and window blinds. The text is overlaid on a semi-transparent dark rectangle in the center of the image.

The League has the opportunity to support our mission, gain new members, and create new leaders by engaging and educating youth. Through our efforts, youth will become better leaders, and public officials and candidates will be able to access youth support and involvement.



Test Assumptions

Assumptions

I can sell lemonade to my neighbors at a fair price.

I will make a profit.

Problem: Classes no longer taught, students not interested, topic is dull

Opportunity: Youth will become better leaders, and public officials and candidates will be able to access youth support and involvement

Test Assumptions

- Poll my neighbors to find out if they are interested in buying my lemonade and at what price.
- Assess my costs including lemons, sugar, time, sunscreen.
- Research, research, research!
Back up your assumptions w/ fact
- Interview stakeholders, focus groups, identify needs, assess League capacity

Findings?

The costs are too high for me to make a profit off my lemonade stand because my wages are too high, however....



Test Findings

Youth will become better leaders



*Public officials and candidates
will be able to access youth
support and involvement*

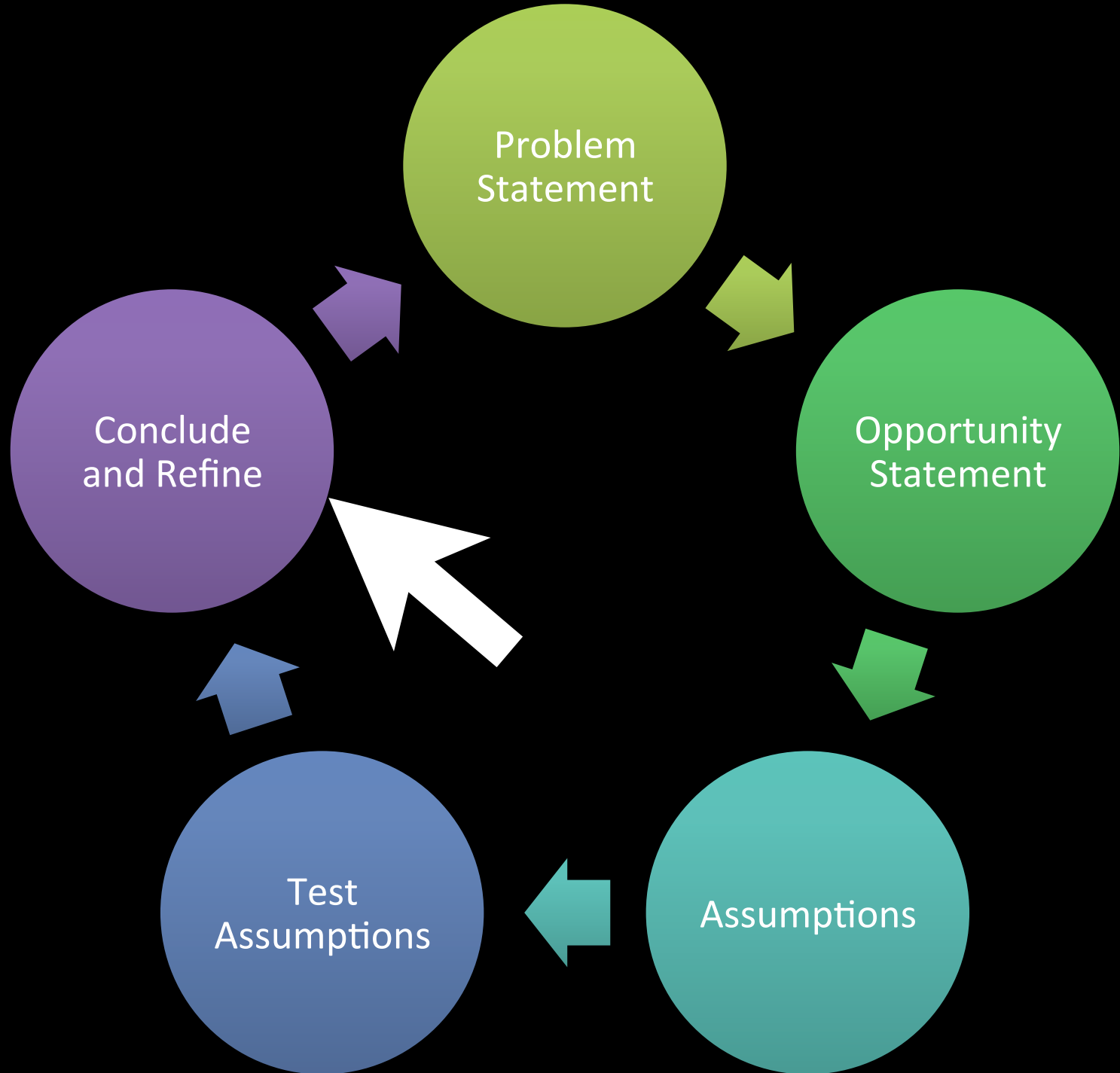


The League will grow membership



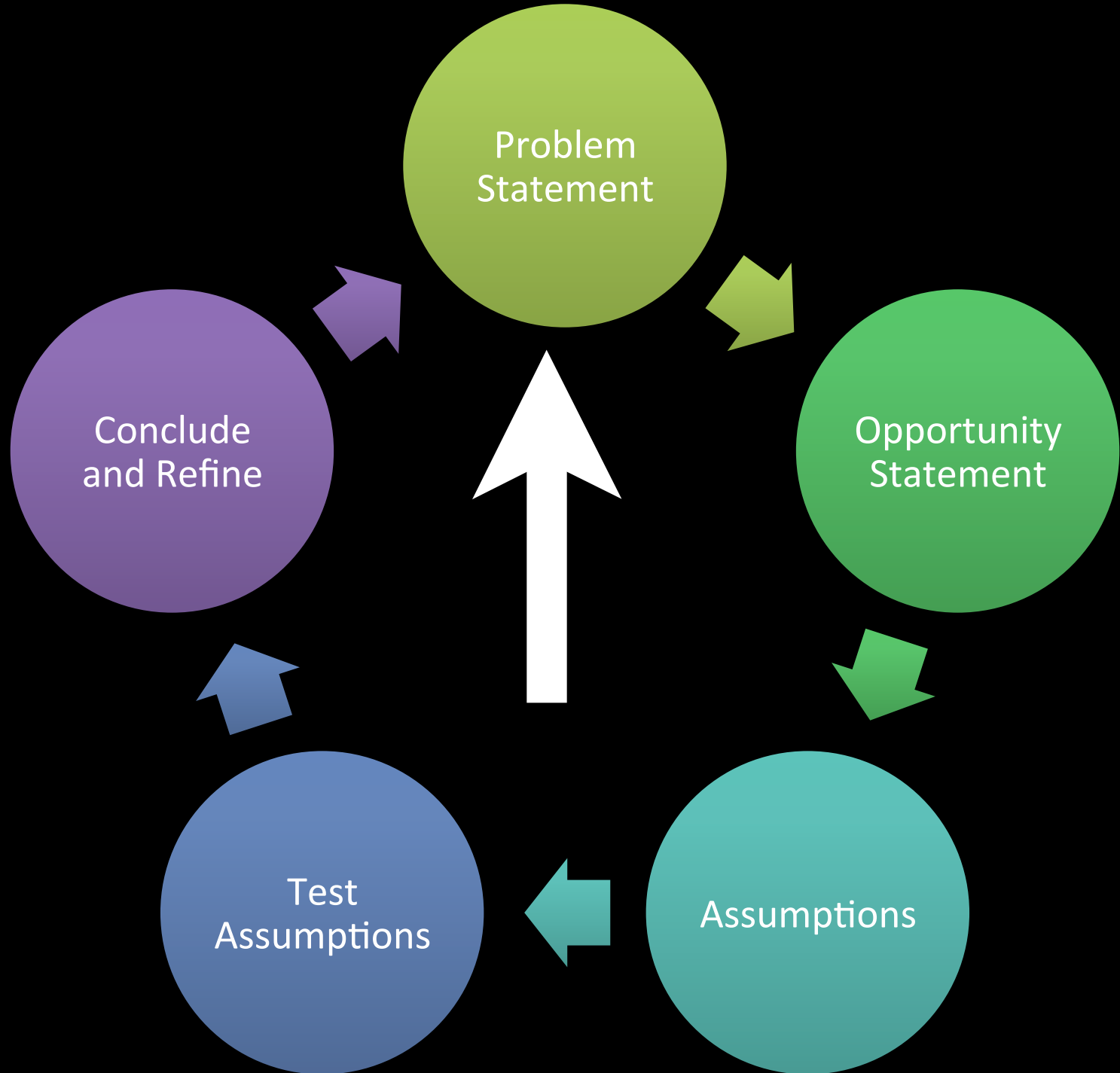
The League has the capacity

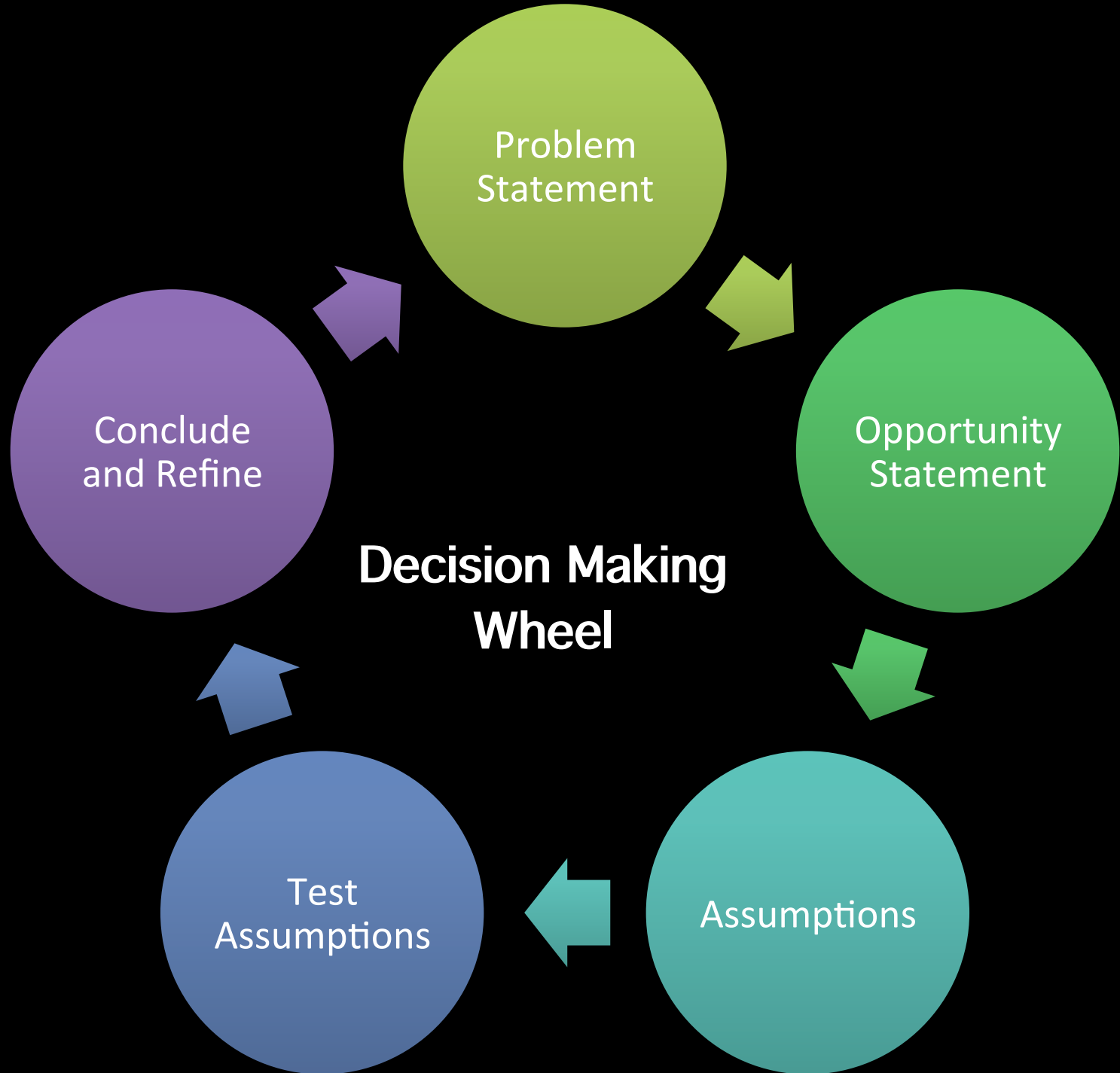




through a
partnership with
Rock the Vote
and MapLight

The League has the opportunity to support our mission, ~~gain new members~~, and create new leaders by engaging and educating youth. Through our efforts, youth will become better leaders, and public officials and candidates will be able to access youth support and involvement.





Group Exercises

1. California's water is running out
2. Voter turnout in California is at an all time low
3. Money and its impact on politics

Prepare Problem/Opportunity Statements (20)

Identify Assumptions and how to test (10)

Many Causes

Choose what you care about & what the LWVC can impact