Sustainability Planning
Today’s Speakers

- Courtney Barthle, Principal, ICF
Session Objectives

- Understand what sustainability means to programs, projects and participants
- Define key elements of sustainability planning
- Understand why it is important to plan for sustainability now
- Begin (or refine) sustainability planning
Presentation Roadmap

Sustainability Planning

- What
- Why
- When
- How
Key Factor: What?
"Sustainability" refers to the continuation of a project’s goals, principles, and efforts to achieve desired outcomes"
Key Factor: Why?

Candidate A
- Master’s in Public Affairs
- 100 TA Interventions designed and delivered
- Senior project manager over various sustainability efforts
- Principal at a big, international consulting company
- Really cares about low income populations and self-sufficiency

Candidate B
- 16 years of experience serving low-income families and populations at-risk for negative outcomes
- Impassioned advocate for program improvement and evidence-informed practice
- Seasoned sustainability thought leader, committed to working with grantees to manage change and serve communities
- Seasoned manager, trainer, TA provider
Key Factor: Why?

Simon Sinek, *Start with Why*

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**The Golden Circle**

**WHAT**
Every organization on the planet knows WHAT they do. These are products they sell or the services

**HOW**
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

**WHY**
Very few organizations know WHY they do what they do. WHY is not about making money. That’s a result. WHY is a purpose, cause or belief. It’s the very reason your organization exists.
Key Factor: When?

- Articulate Key Questions
- Identify potential data sources
- Begin planning to sustain your why
# Key Factor: How – Step 1: Define Why

<table>
<thead>
<tr>
<th>Key Element</th>
<th>What is our WHY?</th>
<th>If we are successful, what change(s) will we see in our community?</th>
<th>Which part(s) of our program advance that/those change(s)?</th>
<th>What data do we have to show that?</th>
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<tbody>
<tr>
<td><strong>Questions to Consider</strong></td>
<td>WHY are we in this line of work? WHAT is most energizing about our efforts? What “gets us out of bed in the morning”?</td>
<td>HOW will our community look differently in 1, 5, or 10 years? Are we working toward “putting ourselves out of business?” What challenges will be eliminated or significantly minimized?</td>
<td>What are the primary drivers of the change(s) we are working towards? Are there parts of our program/offerings that don’t support our objectives?</td>
<td>Can we document/measure change with data we currently collect or access? If not, where can we get the data? If it doesn’t exist, how can we capture it?</td>
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<td><strong>Your Answers</strong></td>
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Key Factor: Why – a hint
### Key Factor: How—Step 2: Articulate Action Steps

#### Our Why:

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<tr>
<th>Objective</th>
<th>Activities (improve primary drivers)</th>
<th>Timeline</th>
<th>Measures of Success (look in data column)</th>
<th>Person(s) responsible/Resources needed</th>
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Planning Exercise

How
Thank you!