



What does an Embedded Community Visit look like?

We visit for a couple of days, talk to a lot of people, do a walk through and give a presentation based on our findings. We listen – a lot. If it sounds informal, that is because it is. Intentionally. Because we want you to have practical steps you can put into action right away. We're not there to help you create a master plan that then goes back on a shelf to be dusted off 5 years later and rewritten. We want everyone who wants to participate to be valued and welcomed. Each embedded community experience is tailored to the needs of your community and what works for you.

What do we do before the visit?

We begin our initial information gathering. It involves talking to you and your key player(s) by phone, email or online. We take note of what you'd like us to pay attention to and finally we figure out the timing with you.

Then what?

The process begins the afternoon we arrive in town. We begin with a walk through (or drive through) town and we can see your town in a way you don't. Because we're fresh eyes, we see things that you may miss. Over dinner there's more discussion and conversation.

We encourage you to bring together positive people to crowdsource the future of your town. The old way of deciding the future was done by organizations and government, our new way is done by everyone. The old way had someone in control, our new way is to get as many people as possible trying new things. We show you how to use the Idea Friendly Method: Gather Your Crowd, Build Connections and Take Small Steps.

You've told us in advance the types of things you'd like to hear more about from us. We listen to your community and find out what they want their town to have. We share this with you in a presentation style event for the entire community. You'll hear what people wanted and also stories of other communities that have achieved those kind of things. We encourage everyone to sign up for our weekly newsletters as well - there's lots of information you will use. We also have a private Facebook group you will be able to participate in and learn from. Finally, you may wish to consider our Megaphone or Insider membership.

What else can be added on this the Embedded Community Visit?

These items are also possible:

- Media - press release, arrange interviews and invite them to join the walkaround
- Small working groups, brainstorming
- Focused discussions to target specific issues
- Hang out with locals who aren't involved to get a feel for the community
- Dinner with your sponsors

What's left?

The wrap up and follow up! The last morning, we have breakfast. We'll answer your questions and share more results. About six weeks later you'll receive a full written report with many more details and suggestions from our visit. You can use this report in future grant requests if you wish.

The real benefit isn't in the number of hours spent on site. The real value is in making a real connection between people and getting them into action right away. They will get more benefit out of the videos and follow up contacts if they feel the connection of having met in person.