

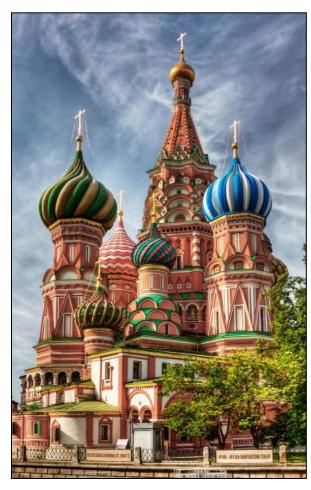


Empowering People · Providing Solutions



## But many great plans get bogged down because they are:

- -Too big
- -Too expensive
- -Take to long





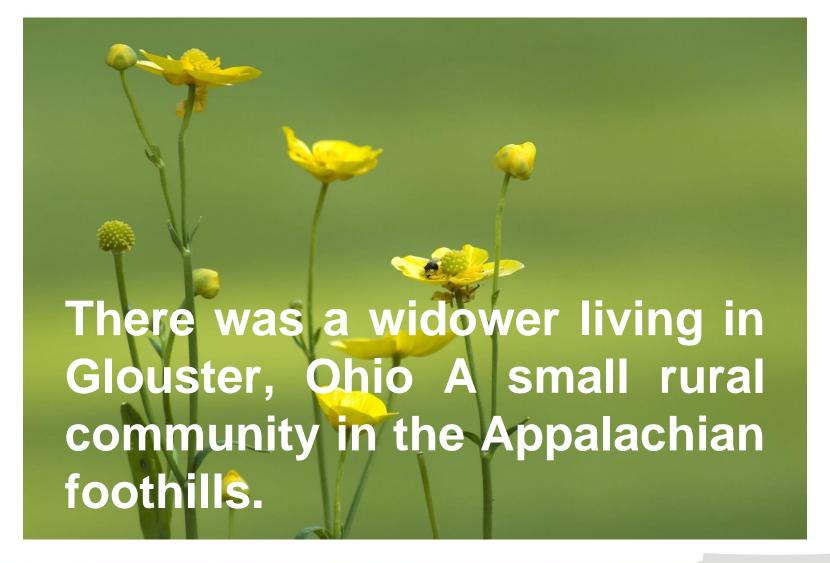


Small wins are reachable goals, so much so that we actually get started on them.

Once we are started we often find that the small idea catalyzed another or had a cumulative affect well beyond its size.

### Here is an example







The town had become depilated. Hoping to find a new purpose, this widower decided to paint the town. He started with a fire hydrant, moved on to a guard rail, and then to houses.

Seeing the newly painted buildings inspired some of his neighbors to join in and one thing led to another and pretty soon the story was aired on national TV.





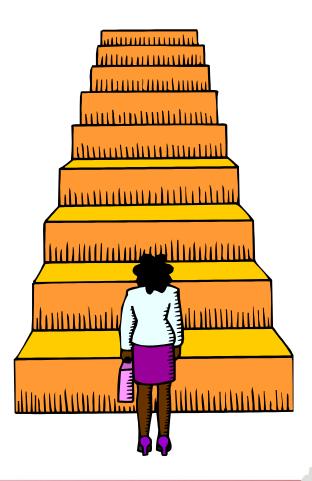
Buses with youth groups and volunteers came rolling into town



A small idea catalyzed another and had a cumulative affect well beyond its size.

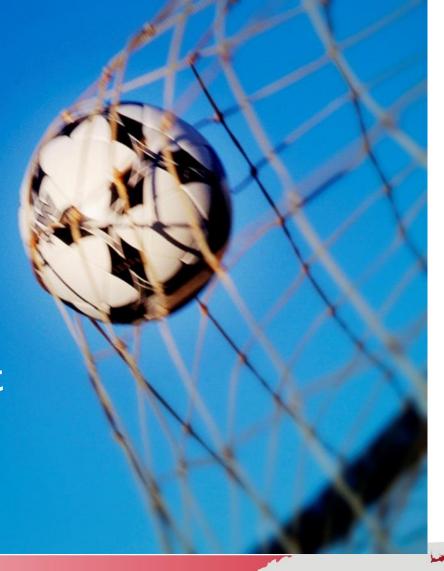


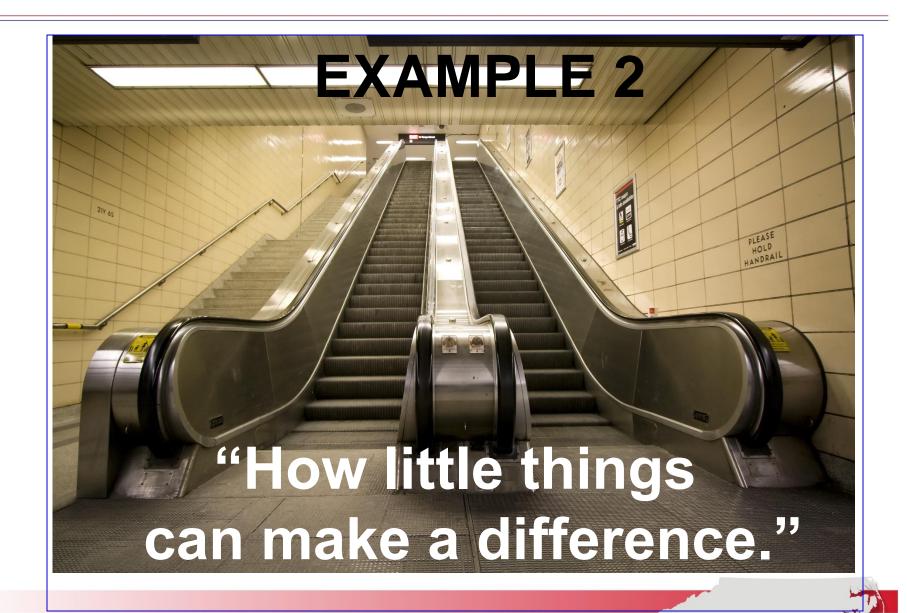
Small Wins are NOT about breaking one big goal into a series of Steps





Instead, identify a goal that is within reach, that uses local resources and can be completed in a reasonable amount of time.





In the early 1990's, the New York transit authority was struggling with ever increasing crime on the subway system.



## Stopping the criminals seemed impossible



So, they decided to work on a smaller goal, the turn style jumpers. It was estimated that 170, 000 people a day were riding without paying.

A team of transit authority police, working undercover would nab the fare-beaters



### For the cops, it was a bonanza!



1 out of 7 arrestees had an outstanding warrant for a previous crime.



# After awhile, the fare-beaters began to leave their weapons at home and pay their fares.





You do not have to take on monumental challenges to make a difference in your community



#### **Benefits of Small Wins**

- Lower risk
- Lower cost, high impact
- Capitalizes on local resources and creativity

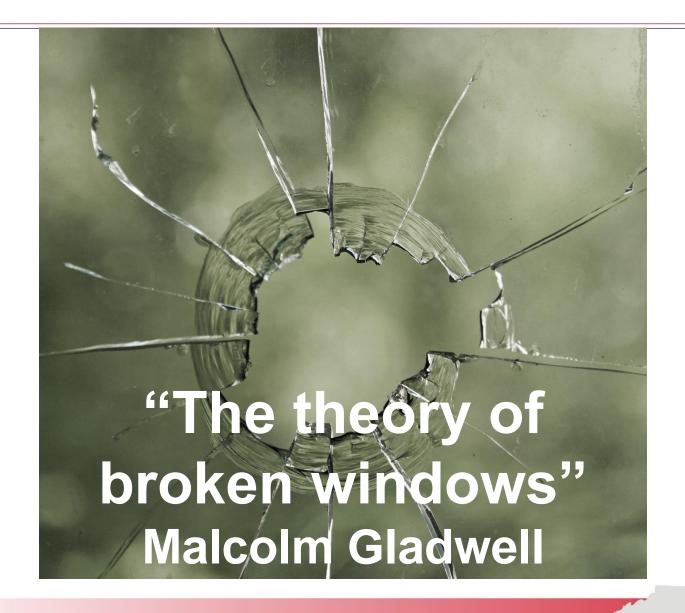
#### Capitalizing on local resources

The community of West Jefferson, Ash County decided to replace the old downtown street lights but the cost of removing the cement pedestal bases was more than \$200,000

#### A different approach



http://ashecountyarts.org/painted-pedestals/#5



Does anyone in the group have an example of a *small win* they have heard about or experienced in their personal life?



Brainstorm a list of 15-20 small goals, that would improve the quality of life in your community?

Write the list on a flip chart.



#### **Review the List**

- Are any of the ideas similar?
- Could they be grouped into categories?

What is the smallest thing you could do that relates to that goal?



Develop a plan to reach that goal or goals



#### References

Ohio widower paints the town to make it a brighter place. CBS News. Retrieved November 2012 from

http://www.cbsnews.com/8301-18563\_162-57428413/ohio-widower-paints-the-town-to-make-it-a-brighter-place?tag=currentVideoInfo;videoMetaInfo

Subway Crime story, (The Tipping Point, How Little Things Can Make a Big Difference, Malcolm Gladwell,)

#### The Theory of Broken Windows

"If a window is broken and left unrepaired, people walking by will conclude that no one cares and no one is in charge. Soon, more windows will be broken, and the sense of anarchy will spread from the building to the street on which it faces, sending a signal that anything goes."

(Malcolm Gladwell, The Tipping Point, How Little Things Can Make a Big Difference) Shutterstock photos