

CORNERSTONE HOUSING™ FRAMEWORK

ORIENTATION MEETING

SEPTEMBER 28

Objectives

- Level set Cornerstone Housing™ Framework.
- Clarify and reinforce principles of collective leadership as guide rails.
- Introduce systems thinking as foundation of common understanding.
- Connect systems thinking to workgroups' scope of work going forward.
- Encourage identification and recruitment of key stakeholders.

Agenda

I.	Chair's Welcome	Peter J. Barr, Jr.
II.	CEO's Perspective	Catherine Steck McManus
III.	Cornerstone Housing™ Framework Overview	Dale A. Brill, Ph.D.
IV.	Q & A	All
V.	Common Understanding: Introduction to Systems Thinking	Dale A. Brill, Ph.D.
VI.	Systems Mapping	Dale A. Brill, Ph.D. / All
VII.	Next Steps & Questions/Comments	Dale A. Brill, Ph.D. / All
VIII.	Recap & Session Evaluation	Catherine Steck McManus

Notes & Key Take-Aways

Board Chair, Pete Barr Jr., welcome attendees and thanked them for raising their hands and beginning the work as delegates of the Cornerstone Housing™ Framework under the umbrella of the Face the Housing Crisis (FTHC) Campaign.

Catherine Steck McManus, President and CEO, added to the welcoming remarks her perspective on the work ahead. She assured participants that the design of the workgroup meeting cadence over the next several months would accommodate committed delegates, whether able to attend every session or engaging as calendars allowed. The FTHC web site is being expanded to capture notes and provide content for on-demand updates.

Dr. Dale Brill extended Catherine’s review of the troubling housing data by observing that while analysis makes clear the crisis in the region’s housing system, statistics must be connected to the human narrative created by young professionals, lower- and middle-class households, and the ageing who share the struggle to reach the rungs that make up the prosperity ladder.

Discussion underscored the unfortunate separation in community development discussions which now treat societal outcomes as distinct from economic outputs when previously the two were connected as “socio-economic” outcomes. The Cornerstone Housing™ Framework seeks to reconnect the two using systems thinking. Catherine emphasized the initiative’s benefit realized from momentum created by the work of local and state government, as well as the private and independent (non-profit) sectors. Yet the realization is that no single actor or sector can address the housing crisis—the Gordian Knot of our time.

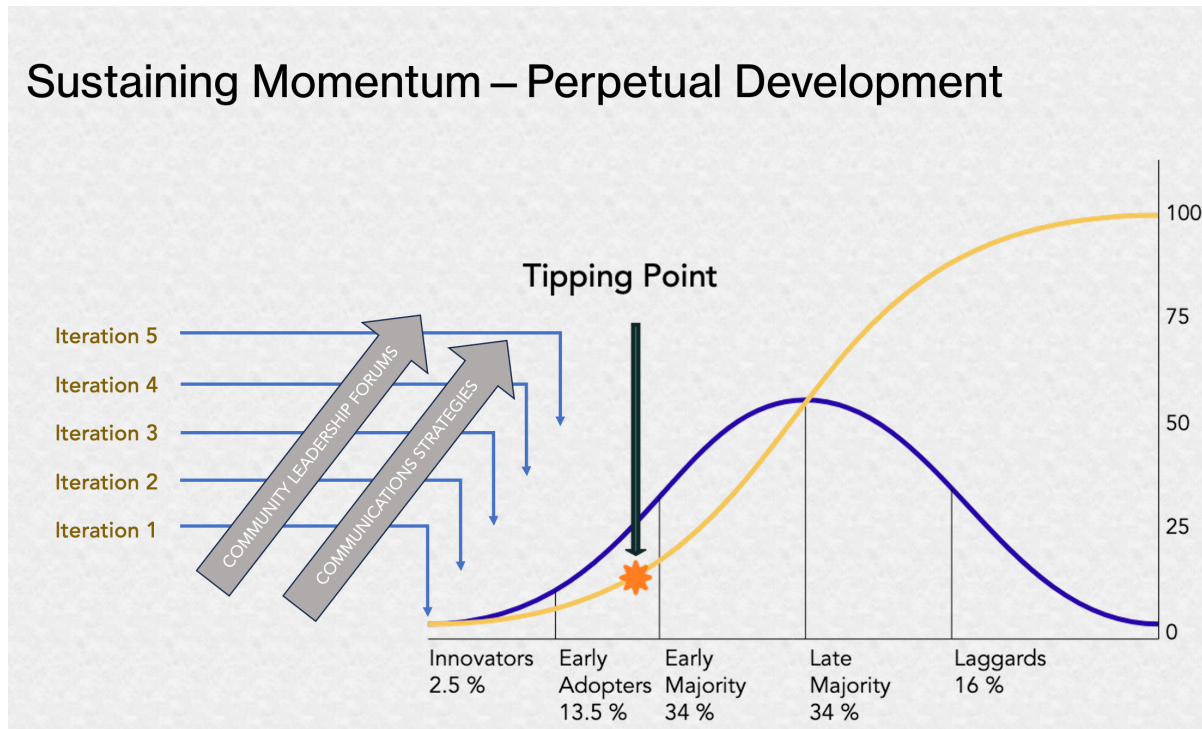
A review of systems thinking underscored the difference it makes in approaching such wicked problems. Complex links and interactions underscored by systems thinking render the linear, control-focused solution development associated with traditional strategic planning as obsolete. This requires Cornerstone Housing™ delegates to recognize and suspend long-held beliefs about who or what is to blame, as well as their incomplete knowledge in the absence of the shared understanding being built in the first few workgroup sessions.

The role of the three workgroups seeks to facilitate the shared learning and pursuit of “innovation pilots.” However, a key warning is to avoid interpreting the three subsystem goals below as independent or isolated areas of work. While delegates will begin working in focused facilitations in each of these areas, the process will ensure the delegates cross-pollinate their thinking and be mindful of the distinctions made between inputs, outputs, and outcomes. That is, the output of one part of a subsystem may produce inputs for another subsystem as prescribed by systems thinking:



Participants considered the need to reach a “tipping point” comprised of sufficient numbers of Cornerstone Housing™ delegates and aligned citizens in championing systems thinking and the resulting innovation pilots or advocacy agendas for integrated policy change (see Diagram 1 below). It is necessary to continuously cast a broad net to attract and engage ever increasing numbers of hand raisers who become delegates through self-directed learning and engagement with a workgroup of their choosing. The Cornerstone Housing™ framework process will be complemented by a range of efforts including an ongoing series of Community Leadership Forums

and sustained communication strategies such as the groundbreaking Face the Housing Crisis media campaign.



Finally, the orientation embraced an adaptation of Simon Sinek's Golden Circle, a set of three questions designed to explain in the simplest terms the WHY, HOW, and WHAT driving the Cornerstone Housing™ Framework workgroups:



Next Sessions: #2 Wednesday, November 1

Session Options (pick one)

Morning Session: 9:30 am – 11:30 am

Afternoon Session: 1:30 pm – 4 pm

#3 Thursday, December 7

Session Options (pick one)

Morning Session: 9:30 am – 11:30 am

Afternoon Session: 1:30 pm – 4 pm