

# FINDING SUCCESS IN FAILURE

DEVELOPING A STRATEGIC TALK PLAN  
FOR SUPER FOLX AND ALLIES

YVONNE WILBER, CALIFORNIA LUTHERAN UNIVERSITY







NOT ALL (S)HEROES  
WEAR CAPES

---

NOT ALL (S)HEROES  
WEAR CAPES

THEY JUST KNOW WHAT THEIR  
SUPERPOWERS ARE...

---

# SUPERPOWER TRAINING STEPS

SEEN, HEARD, RESPECTED

EMPATHY MAPS

15% SOLUTIONS

TALK IT UP

## SEEN, HEARD, RESPECTED: 1-2-4-ALL

- WHAT CHALLENGES OR INJUSTICES DO WE SEE OUR STUDENTS ENCOUNTERING THAT WE WOULD LIKE TO ADDRESS?

OR

- WHAT MOMENTS HAVE WE EXPERIENCED WHERE WE WERE NOT HEARD OR RESPECTED?

# EMPATHY MAPS

: 1-2-4-ALL

## EMPATHY MAP

PLAN ACTIONS THAT PRIORITIZE OUR  
STUDENTS' GOALS.

WHAT IS OUR STUDENTS' CHALLENGE?

WHAT ARE OUR STUDENTS' GOALS?

WHO ARE OUR STUDENTS?  
WHAT ARE THEIR STRENGTHS?  
WHAT DO THEY SEE, HEAR, AND FEEL?

WHAT GETS IN THE WAY?

WHAT BARRIERS NEED TO BE REMOVED OR PROCESSES  
DISRUPTED IN ORDER TO HELP OUR STUDENTS REACH THEIR GOALS?

CREATING AN EMPATHY MAP:  
DO NOT FOCUS ON DEFICITS...WHAT SOCIAL AND CULTURAL CAPITAL DO THEY POSSESS?  
DESCRIBE WHAT THIS PERSON 'S EXPERIENCE IS.

QUESTION YOUR ASSUMPTIONS AND IDENTIFY UNKNOWN  
EXPLORE DIFFERENCES AND COMMONALITIES AMONGST GROUPS



15%

WHERE IS OUR AGENCY?

15%

: 1-4-ALL

15% SOLUTIONS = AGENCY

WHAT ARE SMALLER, ACTIONABLE ITEMS THAT YOU CAN PERFORM NOW  
WITH THE TIME, RESOURCES, SUPPORT YOU HAVE RIGHT NOW?

CHALLENGES

AT A MINIMUM, ACTIONS LIKE THESE WILL CREATE MOMENTUM, AND THAT MAY MAKE  
A BIG DIFFERENCE. 15% SOLUTIONS SHOW THAT THERE IS NO REASON TO WAIT  
AROUND, FEEL POWERLESS, OR FEARFUL. SHIFTING A FEW GRAINS OF SAND MAY  
TRIGGER A LANDSLIDE AND CHANGE THE WHOLE LANDSCAPE.

WHICH OF THESE ARE MOST FEASIBLE? WHICH ARE MOST IMPACTFUL?  
WHICH CAN YOU ACCOMPLISH IMMEDIATELY?

YVONNE WILBER (2019 DECEMBER) FINDING SUCCESS IN FAILURE: DEVELOPING A STRATEGIC TALK PLAN. 2019 CARLDIG-S FALL PROGRAM.  
ADAPTED FROM LIBERATING STRUCTURES: INCLUDING AND UNLEASHING EVERYONE. [HTTP://WWW.LIBERATINGSTRUCTURES.COM/](http://www LiberatingStructures.com/)

# TALK IT UP

STRATEGIC COMMUNICATION PLANS

STRATEGICALLY ENLISTING  
OTHERS AND ALLIES TO  
ACCOMPLISH OUR GOALS

---

# INSPIRATIONS

MCCANDLESS, K. & LIPMONOWITZ, H. LIBERATING STRUCTURES: INCLUDING AND UNLEASHING EVERYONE. [HTTP://WWW/LIBERATINGSTRUCTURES.COM/](http://www/liberatingstructures.com/)

GRAY, D., BROWN, S., MACANUFO, J. (2010) GAME STORMING: A PLAYBOOK FOR INNOVATORS, RULBREAKERS, AND CHANGEMAKERS.

BRECHER COOK, D., WORSHAM, D., LET'S BUILD SOMETHING! A RAPID-PROTOTYPING INSTRUCTIONAL DESIGN WORKSHOP. PRE-CONFERENCE WORKSHOP AT 2018 CARL CONFERENCE, REDWOOD CITY, CA.