

THE TOOLSLETTER DELIVERY SCHEDULE

TEAM BUILDING + TEAMWORK

WEEK ONE	OUR TEAM
	OUR COLLABORATIVE CULTURE

WEEK TWO	OUR PROXIMITY MAP
	OUR SHARED WHY

WEEK THREE	OUR CORE VALUES
	OUR SUPERPOWERS

WEEK FOUR	OUR RACI STRUCTURE
	OUR KANBAN BOARD

PROBLEM + OPPORTUNITY ANALYSIS

WEEK THIRTEEN	ROOT CAUSE ANALYSIS
	PROBLEM TREE ANALYSIS

WEEK FOURTEEN	PROBLEMS V DESIGN CONSTRAINTS ANALYSIS
	PROBLEM PRIORITIZATION ANALYSIS

WEEK FIFTEEN	ICEBERG ANALYSIS
	SYSTEM COMPONENTS ANALYSIS

WEEK SIXTEEN	SYSTEM STATUS ANALYSIS
	FIVE FORCES ANALYSIS

TEAM CHECK-IN + PRIORITIZATION

WEEK FIVE	EISENHOWER CHECK-IN
	EFFECTIVENESS + EFFICIENCY CHECK-IN

WEEK SIX	STAKEHOLDER POWER CHECK-IN
	STAKEHOLDER ENGAGEMENT CHECK-IN

WEEK SEVEN	GOLDBLOCKS CHECK-IN
	THREATS + REWARDS CHECK-IN

WEEK EIGHT	IMPACT + EFFORT ANALYSIS
	IMPACT + UNCERTAINTY ANALYSIS

DESIGN WHITEBOARDS

WEEK SEVENTEEN	DESIGN PRINCIPLES WHITEBOARD
	CONSEQUENCES WHITEBOARD

WEEK EIGHTEEN	FOUR FITS WHITEBOARD
	SWEET SPOT WHITEBOARD

WEEK NINETEEN	INNOVATION ADOPTION WHITEBOARD
	INNOVATION DIFFUSION WHITEBOARD

WEEK TWENTY	PROBLEM POSITIONING WHITEBOARD
	MOTIVATIONS + CAPABILITIES WHITEBOARD

HUMAN-CENTERED MAPS

WEEK NINE	EMPATHY MAP
	EMPOWERMENT MAP

WEEK TEN	PERSONA MAP
	WELL-BEING MAP

WEEK ELEVEN	JOURNEY MAP
	EQUITABLE ACCESS MAP

WEEK TWELVE	VUCA MAP
	DECISION MAKING BIASES MAP

DESIGN BLUEPRINTS

WEEK TWENTY ONE	LOGIC MODEL BLUEPRINT
	DRIVER DIAGRAM BLUEPRINT

WEEK TWENTY TWO	VALUE PROPOSITION BLUEPRINT
	SUCCESS INDICATORS BLUEPRINT

WEEK TWENTY THREE	MARKETING BLUEPRINT
	BRANDING BLUEPRINT

WEEK TWENTY FOUR	FEATURES + BENEFITS BLUEPRINT
	INNOVATION DISTILLATION BLUEPRINT

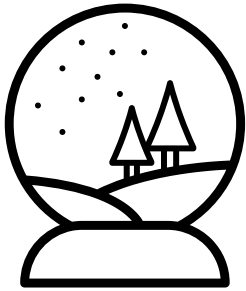
DESIGN CONSIDERATIONS

WEEK TWENTY FIVE	MARKET CAPTURE + LAUNCH STRATEGY
	DISTRIBUTION STRATEGY
WEEK TWENTY SIX	TWO LIMITATIONS ANALYSIS
	TWO ATTRIBUTES STRATEGY
WEEK TWENTY SEVEN	PRICING FOR ADOPTION STRATEGY
	INCENTIVIZATION STRATEGY
WEEK TWENTY EIGHT	COMMUNICATION CHANNEL STRATEGY
	STICKY MESSAGING STRATEGY

PEOPLE 4 PEOPLE + FUTURE READY

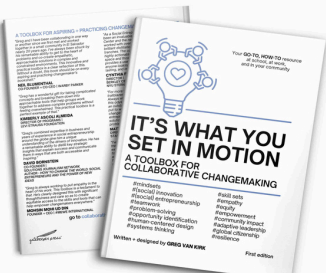
WEEK TWENTY NINE	PEER SUPPORT STRATEGY DESIGN
	COMMUNITY OF PRACTICE DESIGN
WEEK THIRTY	MUTUAL AID STRATEGY DESIGN
	COLLECTIVE ACTION STRATEGY DESIGN
WEEK THIRTY ONE	TOUCHPOINT STRATEGY DESIGN
	FEEDBACK STRATEGY DESIGN
WEEK THIRTY TWO	RESILIENCE ANALYSIS
	PRE-MORTEM ANALYSIS

YOU CAN ALSO SNOW GLOBE IT.



We understand that some people may not want to get tools on this schedule. This might be especially true for professionals who deal with every facet of work on a daily basis. If this sounds like you, sign up for the “snow globe” delivery option. We’ll shake it up and send you two-hander toolletters on a random schedule.

AND/ OR BUY THE BOOK GET ALL OF THE TOOLS AT ONCE.



"Greg and I have been collaborating in one way or another since we first met and worked together in a small community in El Salvador nearly 20 years ago. I've always been struck by his remarkable ability to get to the heart of problems and co-create empathetic, approachable solutions in complex and constrained environments. This innovative and practical toolbox is a clear reflection of this. Without a doubt, this book should be on every aspiring and practicing changemaker's bookshelf."

NEIL BLUMENTHAL
CO-FOUNDER + CO-CEO | **WARBY PARKER**

"Greg has a wonderful gift for taking complicated concepts and breaking them down into approachable tools that help groups work together to address complex problems without feeling overwhelmed. This practical toolbox is a perfect example of that."

KIMBERLY ASCOLI ALMEIDA - DIRECTOR OF PROGRAMS | LEVI STRAUSS FOUNDATION

"Greg thinks big about the small acts that lead to system change. In his work, Greg inspires empathy, optimism, and passion. I have learned a lot just watching Greg go! He inspires me!"

EILEEN MCNEELY, PHD - EXECUTIVE DIRECTOR SHINE AT HARVARD | HUMAN FLOURISHING PROGRAM, INSTITUTE FOR QUANTITATIVE SOCIAL SCIENCES - HARVARD UNIVERSITY