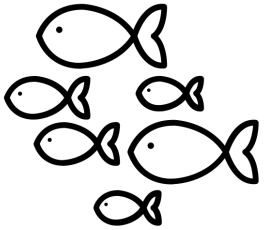


Join me on the Titanic!

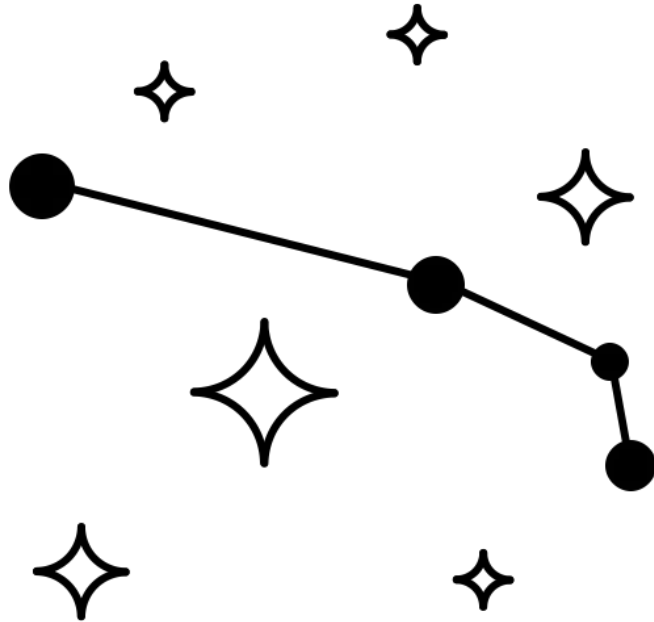
How to Get Others to Believe in Your Vision When They Think You're on a Sinking Ship



Where is everyone?



Chart your course



A project has a definite beginning and an end. A **program** is a suite of projects that work together.

Let's focus on programming and steps that can be taken to support **sustainability** efforts.

Articulate your **vision**

What **problem** are you trying to solve?

What is the **purpose** of your program?

Where does it fit into the strategic **plan**?

How does it **provide** value to your organization?

What are its **possibilities** in five years? In ten?



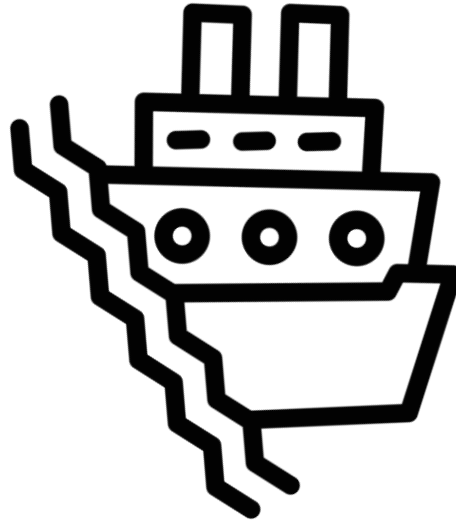
Convince people it's **not** the Titanic

Empathize.

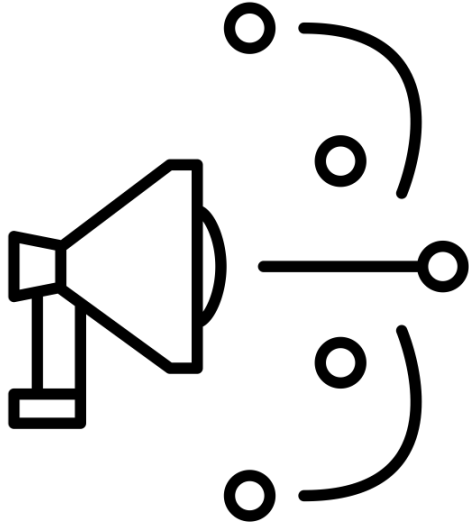
Show and tell.

Be positive.

Paint the big picture.



Improve marketing & outreach



Focus on **consistency** for success.

If it isn't working, **flip** it.

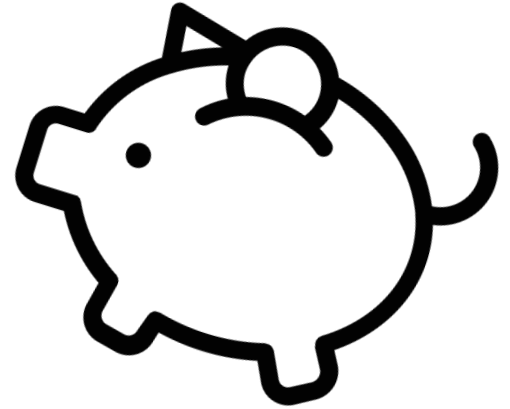
Borrow from others.

Potential passengers identified...

Get funding

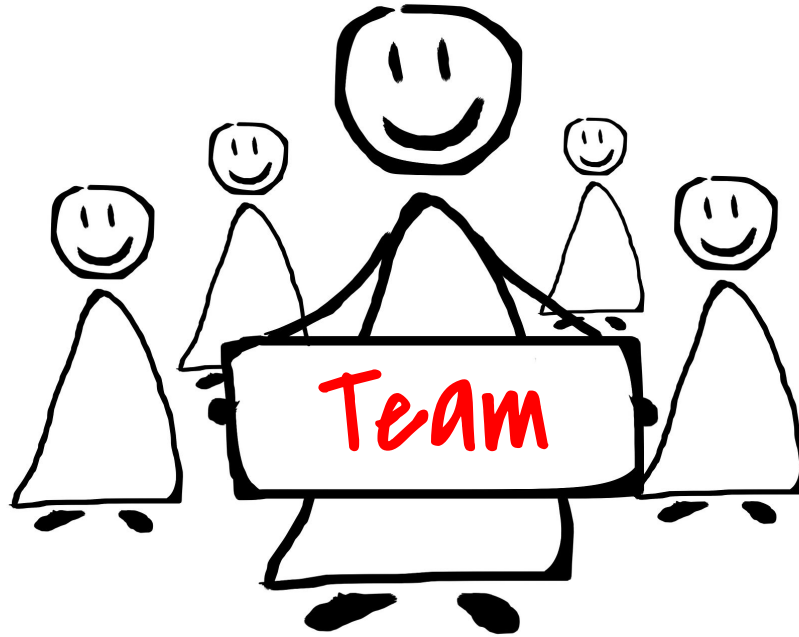
Add another strand to your **braided** funding.

Look for **unexpected** partnerships.



Sell those cruise tickets or stay docked.

Assemble an Adventurous Crew

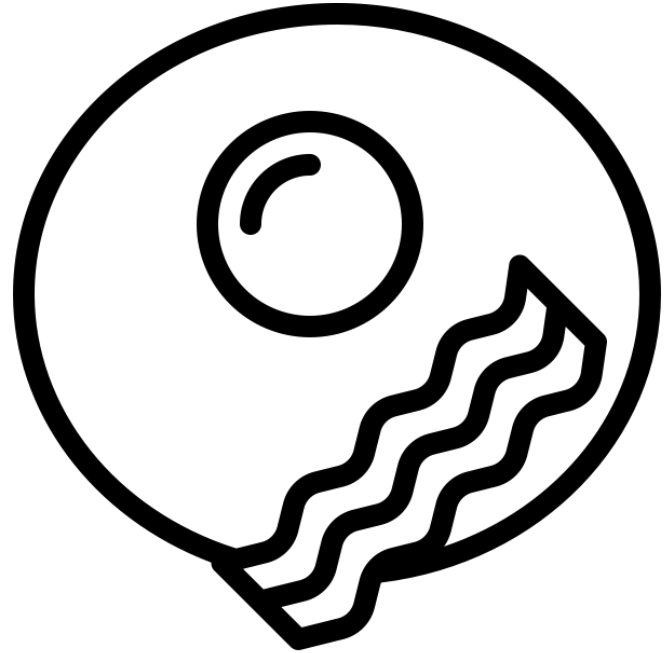


Education + Experience = Expertise

Look for **bacon** stakeholders*

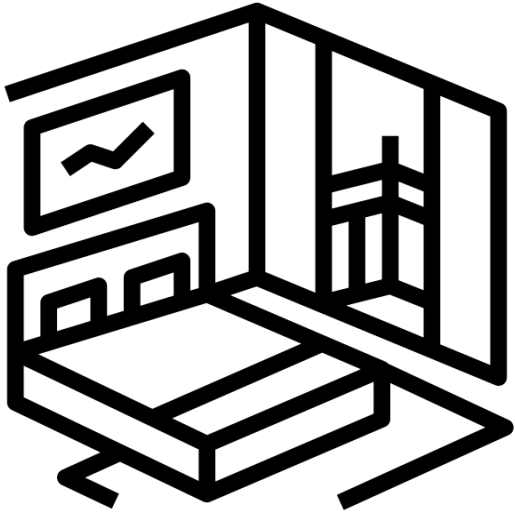
In a bacon-and-egg breakfast, what is the difference between the chicken and the pig?

The chicken is involved, but the **pig** is **committed**.



* Crew & Customers

Theory into Practice: **Commitment** Level

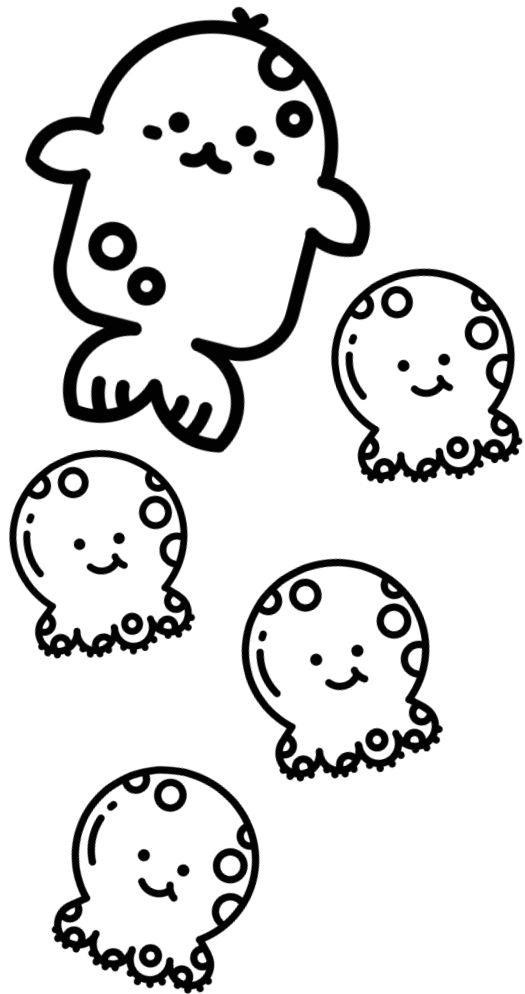


People can be intimidated by an all-or-nothing approach.

How can you add **intermediary** steps to your project?

Are you reaching people at **all** levels of an organization?

Only a few passengers will stay in the suite.

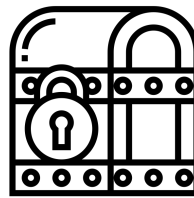


Be open-minded

Schedule a coffee/smoothie date with a **fascinating** person right now.

Think of **physical space**; journey into unknown waters and meet new partners.

hidden treasures &
untapped resources



Create Incentives

Reward the **champions** of your program.

Do you have a budget for stipends, iPads, hardware or software?

Badging? Certificates?



Everyone has a chance to attend the gala.



Have fun

Dance, drum, drink, draw,
or dine out **with** your
colleagues.

Go **outside** for meetings.

Balance the structure with play.

Revitalize, Rebrand, Rebound



Name a time you turned a failure into a success.

Can you use that now to course-correct?

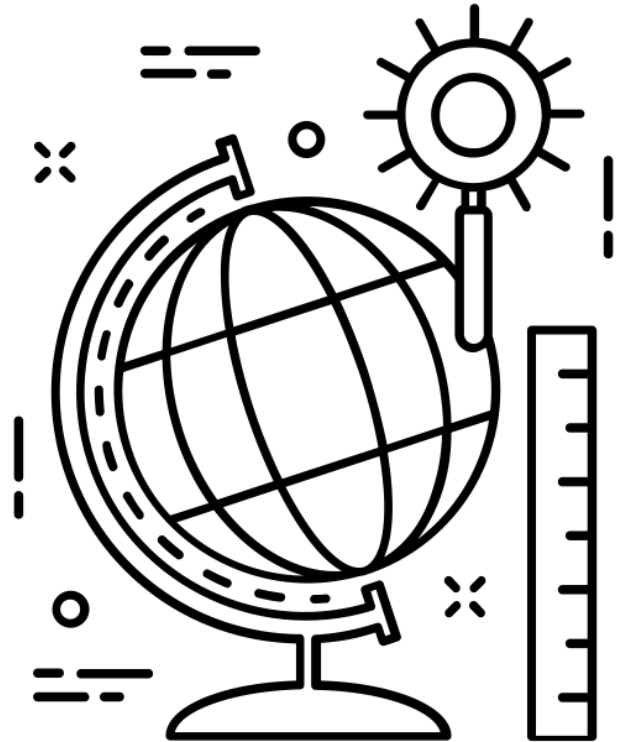
Avoid the icebergs, but if you hit one, learn from it.

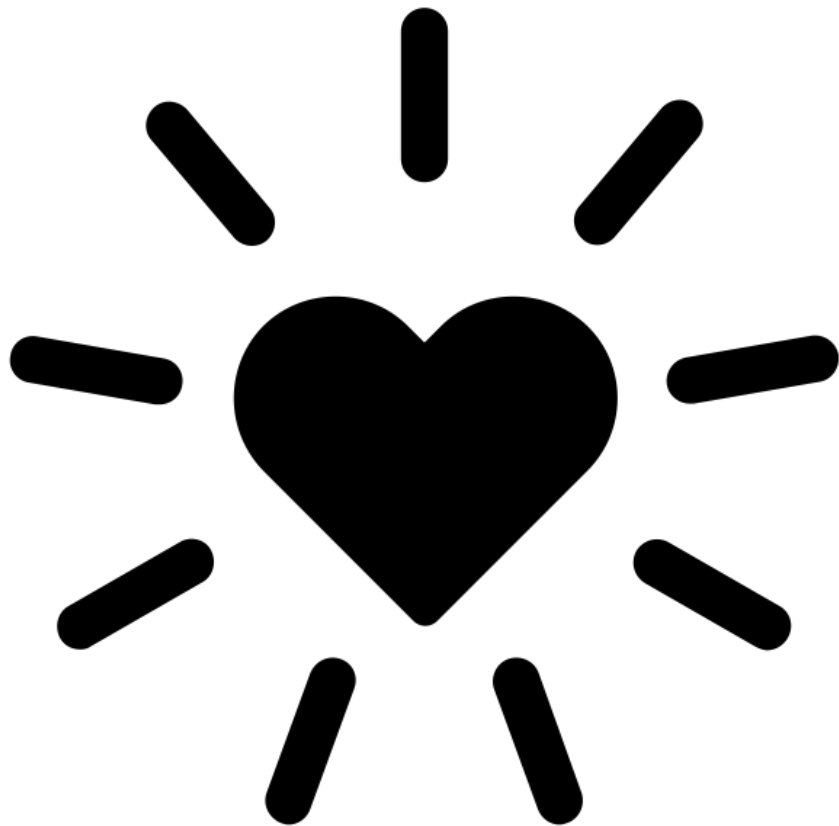
Sustainability

How will you **continue** your program with new people, new ports?

Create **transition** plans & **document** the essentials.

Circling the globe again...





Mahalo !

Special thank you to Sunny, Marisa, Ashley, & Joyce

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