

Idea Friendly Action Guide

Your workbook for The Idea Friendly Guide

Getting Started

If you're reading this action guide, you've likely already read the book *The Idea Friendly Guide* or are currently reading it. You can print this out and keep it handy as you read to make note of your action steps. (*You haven't read it?! Learn more about it here:* <https://saveyour.town/ifguide>)

Introduction & Chapter 1: The Idea Friendly Method Helps You Be More Open to New Ideas

Write it down: Begin with your idea.

Think about how you'd finish one of these sentences:

If our town had...

If our town was...

Now, let's start applying the Idea Friendly Method to your idea:

- How could you test this idea in a small way?
- What would you need for just the next small step?
- What's the smallest version you could try right now?

Chapter 2: Gather Your Crowd with an Idea That Entices Others

Write it down: How will you gather your crowd?

Write how you'll get the word out about your big idea to attract people to you: social media, texting, emails, posters, articles, events...

If you're working with a group, discuss your individual big ideas and see if some of you have overlapping interests.

Look back at that idea you wrote down. How can you put your idea out there to draw people to you? How can you start with your excitement and share it where people already gather? How can you make it easy for people to say yes to trying it once?

What activity could you do at the actual location?

Chapter 3: Build Connections to turn your crowd into a powerful network

Write it down: How will you Build Connections?

Write these powerful questions down, or add them to a note in your phone. Then you'll have them ready to ask everyone you talk to about your idea:

- "Who do you know who knows more about this?"
- "Do you have or know where to find [specific resource] we need more of?"

Write down place or ways you can ask these questions:

- Who can you start calling or texting NOW to find resources you need?
- Can you ask these questions at the activity you wrote down just above?

Chapter 4: Take Small Steps to Accomplish Your Idea Together

Write it down: Your First Small

Look back at your If Our Town big idea.

- What tiny test would get you closer to the idea?
- How could this connect with your activity on the site where you'll gather your crowd and build connections?
- What minimal force can you apply now to create significant change over time?

Write it down: Your meaningful steps to attract others

- What's the smallest version you could do on your own or with one friend, right now?
- How could you make it visible so others see it happening?
- What would you hashtag it or call it so others could find it and join?

Chapter 5: New Behaviors, Tiny Tests, and Immediate Action Make Change Easier

Write it down: Change your approach to your idea

Which one of the five behaviors in the book leaps out at you? Will one change how you approach your big idea? Is there one you kinda hated that's telling you something?

Make note of ways you could take action right away.

- Get out of the meeting room: Text someone to meet you at the actual location instead of an office.

- Be conspicuous: Post a photo of yourself doing something related to your idea.
- Do a cheap test: Try the smallest possible version of one element.
- Do just a tiny part: Take one small action toward your bigger goal.
- Build community first: Hold a meetup of the people who would be involved in the big idea.

Chapter 6: You Can't Lose People Who Were Never Yours

Write it down: Pick one positive action.

Think about your idea and the people around you. Instead of focusing on who might resist, ask yourself these two questions:

What's one positive action I can take this week that brings people together across different groups to each play a meaningful role?

Are there existing successes that I could build on rather than trying to reform resistant institutions?

Chapter 7: Attract Positive People With Activities They'll Enjoy

Write it down: Start your own positive action group

Which example of a positive action group could you copy or take inspiration from?

Right now, send a text to someone who will be the first to join you.

Then block a time on your calendar for the first meetup. You don't need it all planned out; just pick a person and a time and begin.

Chapter 8: Don't worry about permission or approval

Write it down: What you can do today.

Look at that list of 10 things that don't require permission, then check the online list of over 100 ideas: <https://smallbizsurvival.com/99> Pick one you can do this week. Or think about your big idea: what's the smallest version of it that doesn't require anyone's permission?

Write that down now, then go do it. **You have everything you need to start.**

Chapter 9: Revitalize organizations by cutting formality

Write it down: How can you co-create with your community?

Think about your organization's next project or event. Instead of planning it all yourselves, how could you invite the community to create it with you?

What would you need to let go of? What could you gain?

Chapter 10: Officials and boards lead best by empowering others

Write it down: How can you empower others this week?

What's one way you can shift from controlling to empowering this week? How can you listen for new ideas and connect people to resources instead of making all the decisions yourself?

Get a copy of the Superior Rules for Town Openness so you can post them:
<https://www.beckymccray.com/here-are-your-idea-friendly-government-examples/>

Chapter 11: Bring groups together to find collaborators and spur new ideas

Do it now: Start Coordinating with Coffee and Calendars

Try coffee and calendars. Here's how it works.

- Invite some people you'd like to coordinate activities with to coffee.
- Ask them to bring their organizations' calendars.
- Go somewhere together and get some coffee.
- Let someone from each group go over their calendar and tell what they have planned.

Next Steps: Get More Idea Friendly Tools and Resources Online

All the links are here: saveyour.town/IFGuideResources

As you finish with each of these steps, check them off your list:

- ☐ Sign up for FREE email newsletters
- ☐ Reach more people: Share the Idea Friendly video
- ☐ Keep going with the First Ten Steps to an Idea-Friendly Town
- ☐ Go in-depth with videos on specific small-town issues
- ☐ Become certified in the Idea Friendly Method
- ☐ Get hands-on help in your community
- ☐ Add Idea Friendly Presentations to your event