



# Building Will & Leading Change in Coordinated Access

CAEH19: November 4<sup>th</sup>, 2019

# Ending Homelessness in Canada



## The Canadian Alliance to End Homelessness

The CAEH leads a national movement of individuals, organizations and communities working together to end homelessness in Canada.

[caeh.ca](http://caeh.ca)



## National Conference on Ending Homelessness

Join us in Edmonton for the 2019 National Conference on Ending Homelessness.

[conference.caeh.ca](http://conference.caeh.ca)



## Built for Zero Canada

An ambitious national change effort helping a core group of leading communities end chronic homelessness - a first step on the path to eliminating all homelessness in Canada.

[bfzcanada.ca](http://bfzcanada.ca)



## Training & Technical Assistance

Helping communities and organizations end homelessness with expert training and technical assistance.

[training.caeh.ca](http://training.caeh.ca)



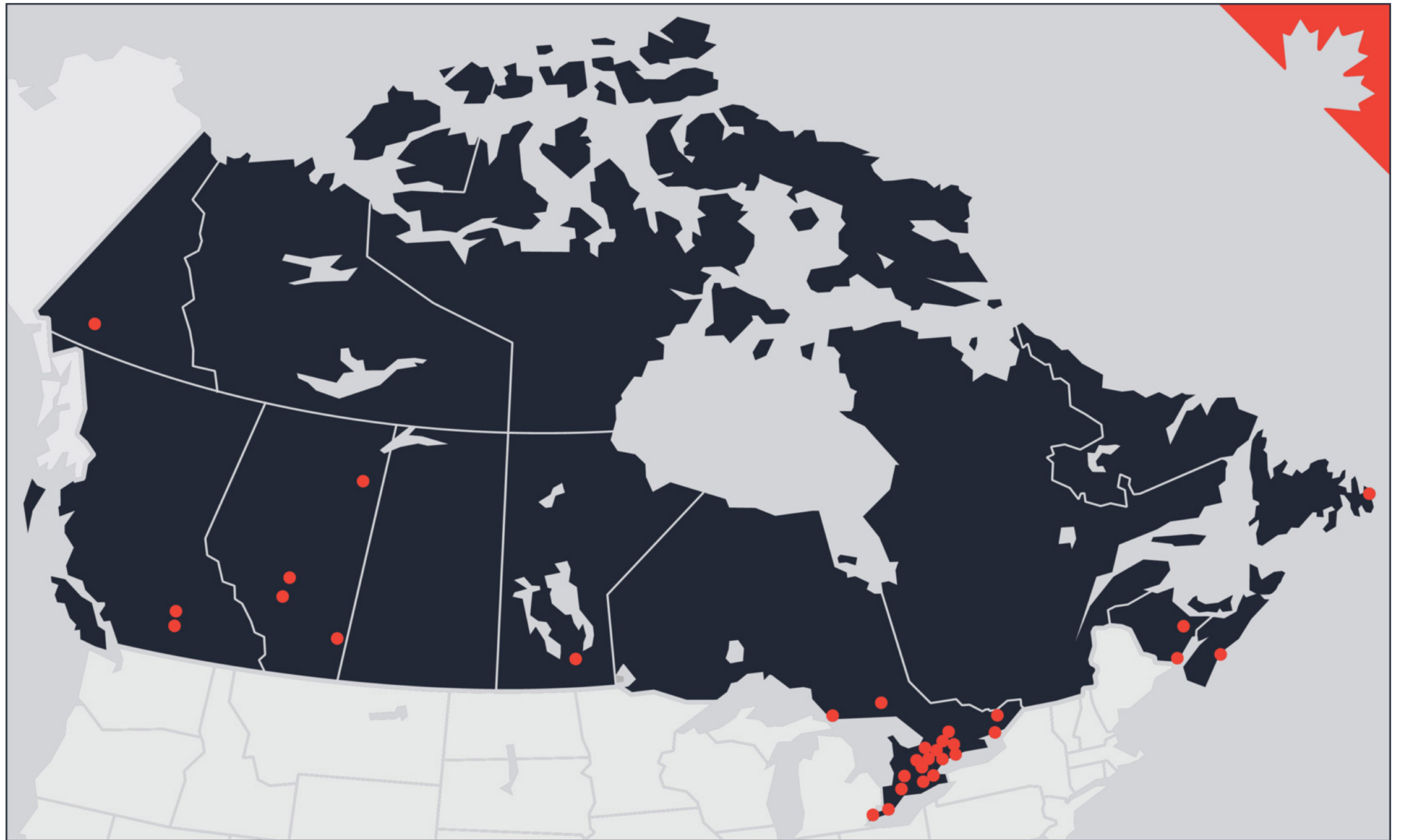
## Allied Networks

The CAEH supports several allied networks working toward our shared mission of ending homelessness.

[caeh.ca](http://caeh.ca)

# Our Mission

**Built for Zero Canada** is an ambitious national change effort helping a core group of leading communities end chronic homelessness - a first step on the path to eliminating all homelessness in Canada

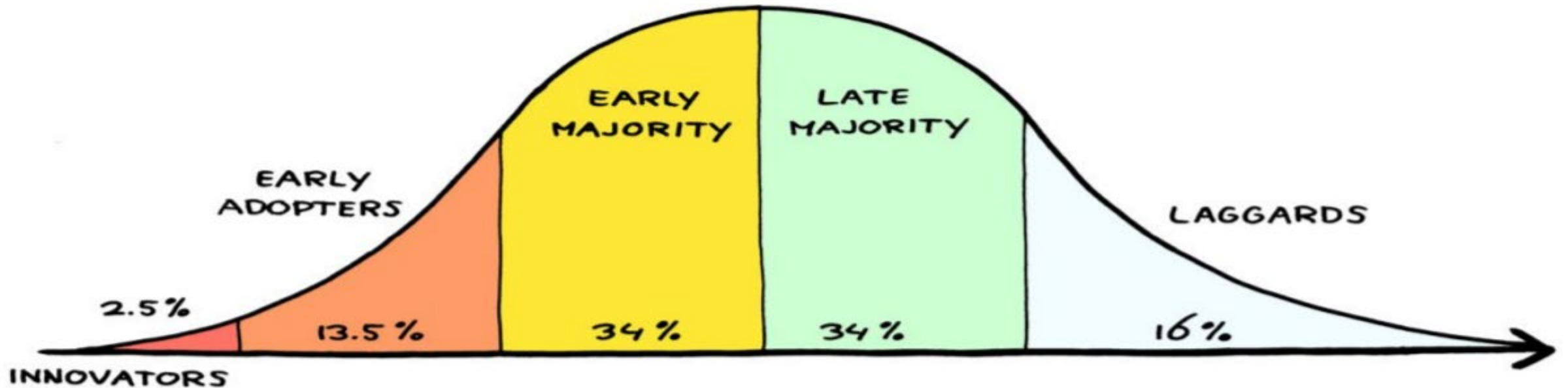






**Show me the Tools!**

# Everett Rogers: Diffusion of Innovation



# Rogers 5 Stages of Adoption

**Knowledge:** person becomes aware of an innovation and has some idea of how it functions

**Persuasion:** person becomes aware of an innovation and has some idea of how it functions

**Decision:** person engages in activities that lead to a choice to adopt or reject the innovation

**Implementation:** person puts an innovation into use

**Confirmation:** person evaluates the results of an innovation – decision is made



**I forgot about that!  
What is it again?**

**I started doing it  
but other stuff  
got in the way...**

**I'm not feeling  
this...no thanks!**

**What's wrong with what  
we have always done?**

**Cool idea, but I just  
don't think that is going  
to work for me...**

**I tried it but it  
didn't work**





# Stakeholder Analysis



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A stakeholder analysis will help you determine which stakeholders you need to have on board, and which ones you can focus less on

# Leaders

People who are traditionally seen as leaders for the work. They play the main coordinating role, set strategy, make decisions. You either need them on board or need to have a strategy for them not to stand in the way.

**HINT: you are a leader!**



# Contributors

Will not lead the effort but are willing to participate and do work with you if you have a clear message, a plan and some leadership. They provide concrete action and resources for success.



# Gatekeepers

You just need them not to be against you, so your efforts should be focused on making sure you're at least keeping them neutral.

Gatekeepers might also be supportive of your efforts, but they don't need to be active or take a hard step to work with you. Their support or opposition unlocks key contributors or adversaries.



# Bystanders

Their support is immaterial. Bystanders might seem important but actually have no power and neither help nor hinder your work. You don't need to spend time getting a bystander to work with you.



# Adversaries

Two types – positive adversary and negative adversary. With a positive adversary, you stand to gain something from their opposition (the fact they are against you actually drives others to work with you). Negative adversaries require you to mitigate their resistance, muting them or turning them into a bystander.







Stakeholder	Current Contribution	Current Faction	Needed Contribution

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WIIFM?

(What's In It For Me)

Faction Type	Your Stakeholders	What's in It For Me? (from stakeholders' perspective)
<b>Leaders</b> (Make it Happen)		
<b>Contributors</b> (Help it Happen)		
<b>Gatekeepers</b> (Let it Happen)		
<b>Bystanders</b> (What just Happened?)		
<b>Positive Adversaries</b> (Not Gonna Happen)		
<b>Negative Adversaries</b> (Not Gonna Happen)		
<b>Others</b>		

Stakeholder	Current Contribution	Current Faction	Needed Contribution	Aspirational Faction	Engagement Strategy

# Wisdom from Diffusion of Innovation

- Start with Innovators
- Secure Early Adopters to cause a tipping point
- Don't solely concentrate on Naysayers no matter how big and important they seem
- Customize your message based on the group you're after
- Some people/organizations will be innovators for certain things and fall elsewhere on the diffusion curve for others
- There will be multiple innovation cycles during the efforts to end homelessness!

# Thank You

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[bfzcanada.ca](http://bfzcanada.ca)

[#bfzcanada](https://twitter.com/bfzcanada)



@endinghomelessness



@CAEHomelessness



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Canadian Alliance to End Homelessness



# CAEH19 BNL/CA Conference Stream

Session Title	Presenter(s)	Date & Time	Audience
1. By-Name List & Coordinated Access 101	CAEH Staff	Mon, Nov 2 10:30-Noon	Beginning
2. Building Will and Leading Change in Coordinated Access	CAEH, Saint John, Peterborough	Mon, Nov 2 2:00-3:30pm	Beginning
3. Beyond Implementation of Coordinated Access: Using Data for Continuous Improvement in Large Urban Centres	Edmonton, Toronto	Mon, Nov 2 2:00-3:30pm	Advanced
4. Access and Assessment	OrgCode	Mon, Nov 2 4:00-5:30pm	Beg & Adv
5. Prioritization, Matching and Referral	OrgCode	Tues, Nov 3 10-11:30am	Beg & Adv
6. Driving Reductions and Reaching Functional Zero	Medicine Hat, Guelph-Wellington, Kawartha-Haliburton	Tues, Nov 3 10-11:30am	Advanced
7. Case Conferencing as Part of CA	CAEH Staff	Tues, Nov 3 1:30-3pm	Advanced
8. Leveraging HIFIS 4 in the Quest for Functional Zero: A Rural Communities Experience	Chatham-Kent	Tues, Nov 3 3:30-5pm	Beg & Adv
9. Common Assessment Tools Café	Variety	Wed Nov 4 10-11:30am	Beg & Adv
10.Safe, Inclusive and Culturally Appropriate CA	Peterborough, Stratford, +	Wed Nov 4 10-11:30am	Beg & Adv