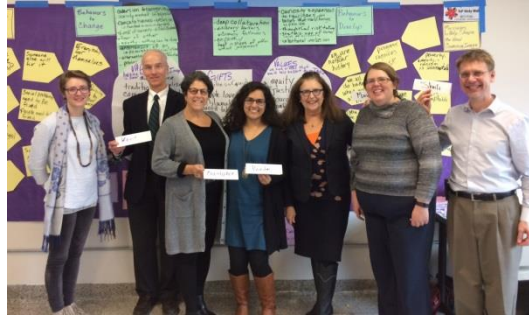


Image Shift – A Healthier, Safer & More Prosperous Milwaukee Jan 26, 2017

Behaviors to Change

- Aversion to courageous action.
- Scarcity mindset, limited possibility
- Competitiveness and exclusion, intended and unintended
- Lack of curiosity – willful blindness
- Fear of others/Fear of the other
- Apathy – nothing can be done
- Endorsement of an impoverished social vision
- Alternative evidence over emotion
- Prescriptive funding



Behaviors to Develop

- Curiosity and openness to new ideas
- Belief that real profound change is possible
- Thoughtful risk taking
- Strategic use of data, value of evidence
- Intentional inclusion
- Deep collaboration
- Visionary leaders and visionary followers
- Empathy. Feet in shoes of others without judgement

Messages Shaping The Current Image

Individuals have responsibility and ability to change their circumstances.

A unique place.

Someone else will fix it.

Some lives are more important.

People need to be fixed

Radical systems change is not possible and is bad.

Doesn't need to be changed.

Social problems need to be fixed. People need to be fixed.

Everybody for themselves.

Values Holding Image in Place

Midwest/Nice
Individualism
Tradition
Community Pride
Parochial
Idealism
Denial of a problem
Family
Neighborhood
Segregation
Charity
Separation
Self-reliance
Self-regulation

Gifts, Qualities, or Capacities

People love Milwaukee, want it to be a great place.

People are authentically committed to change.

Economic assets.

Natural assets.

A sense of urgency exists and momentum is growing.

Capacity exists for civil discourse and meaningful collaborations.

The community has wisdom and is valued

Values Supporting New Images

Equity
Justice
Courage
Confidence
Humility
Respect
Asset orientation
Accurate, informed perspective
Curiosity
Discovery
Recognize & acknowledge history
Mutuality
Harm reduction
Resilience, perseverance
Prevention

Messages to Help Shape the New Governing Image

Poverty, inequality, and racism is unacceptable.

Status quo is unacceptable.

This is possible we can do it.

Community has wisdom.

Change is gradual and needs nurturing.

Progress requires risk.

We are not only our history.

We all do better when we all do better when we all do better.

You don't have to swim alone.

Design bridge together, to last, for everyone/all.

Current Governing Image:

Walls, gates, and invisible force fields

New Governing Image:

Building new bridges for Milwaukee together