

# Criterion Convergence VI: Language of Transformation

## Full Conversation Listing

Thursday, October 2, 2008

10:30 – 11:45 am

Conversations – Set A

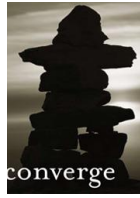
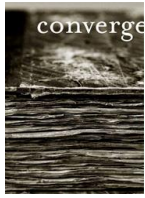
Conversation Topic	Questions	Participants
<b>Connecting to Local Community</b>  <i>Breakout Room 2</i>	<ul style="list-style-type: none"> <li>• Is there a shifting definition of the local community? What is your local community and how is it defined?</li> <li>• How do you structure a life which is locally connected (especially given time constraints!)?</li> <li>• What invitations most successfully create connection?</li> <li>• What about local communities creates intimacy?</li> <li>• Why is it important to be locally connected?</li> </ul>	Sandy Moise Amy Zucchero Chuck Ridley Fiona Montagu Patricia Hurley Christine Rico Elizabeth McCance
<b>Show Me the Money: How Do I Match Structures to Funding?</b>  <i>Breakout Room 1</i>	<ul style="list-style-type: none"> <li>• How do you balance mission, risk and potential rewards in your structure?</li> <li>• Have you identified methods to the madness?</li> <li>• What have you found successful in asking for money through RFPs, pitches and presentations? What has not worked?</li> <li>• Do corporate or commercial partnerships help or hurt your requests?</li> </ul>	Bruce Goldstein Charles Jones Michael Pergola Mark Grimes Jackie VanderBrug Ashesh Parikh
<b>Culture and HR Practices for Rapid Change</b>  <i>Conference Room A</i>	<ul style="list-style-type: none"> <li>• What characteristics enable organizations to thrive in a changing environment – and to drive social change?</li> <li>• What are the unique structures /ways to organize HR in social change?</li> <li>• What does HR look like in hybrid business structures?</li> <li>• Where should you focus in periods of change and transition? For example, how does that change on boarding and training that you need to offer?</li> <li>• How well does your organization reflect its mission, outwardly and inwardly?</li> <li>• How do founders' values get baked into the company's DNA?</li> </ul>	Deb Berman Ben Bingham Ajax Greene John Guidry Rebecca Hankin Benghiat Daniella Levine Sarah Meyerrose Cindy Miles Judith Nutkis Chris Ruskowski Duane Peterson
<b>Leading Causes of Life</b>  <i>Conference Room B</i>	<ul style="list-style-type: none"> <li>• In terms of audience receptivity to health messages, what are effective methods of communicating?</li> <li>• What initiatives have recently floored you?</li> <li>• What could we be doing a better job of promoting?</li> <li>• Do corporations have a social responsibility in this arena?</li> </ul>	Nancy Arnison Cynthia Osborne Margaret Lukens Chinwe Onyekere Woody Bedell Wendell Potter Kathy Davison
<b>Investing Locally</b>  <i>Breakout Room 4</i>	<ul style="list-style-type: none"> <li>• Does local investment need to come from local investors?</li> <li>• Is mission insurance critical, or is any investment a good investment? Who decides?</li> <li>• Can the availability of options for investing/impacting on a hyper-local level unlock new capital?</li> <li>• Can we get beyond feel-good/self-aggrandizement to real change? If so, how?</li> </ul>	Lorenzo Lebrija Mark Reed Loren Blackford Claudia Grillo Vivian Vasallo Joy Anderson
<b>How Do You Name</b>	<ul style="list-style-type: none"> <li>• What, in your opinion, is the best way to communicate a big idea?</li> </ul>	Linda Jenkinson

<p><b>the Biggest Idea You Can Think?</b></p> <p><i>Breakout Room 5</i></p>	<ul style="list-style-type: none"> <li>• What processes do you engage?</li> <li>• Are there examples of this that we can learn from?</li> <li>• Does scale matter?</li> </ul>	<p>Isaac Prilleltensky Paul Tarini Lisa Monzon McArthur Andrew Greenblatt Dawn Thomsen</p>
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**1:45 – 3:00 pm**

**Conversations – Set B**

Conversation	Questions	Participants
<p><b>You Left your Shoes at the Rally and the Science Fair is Tomorrow? Parenthood and Balance</b></p> <p><i>Breakout Room 5</i></p>	<ul style="list-style-type: none"> <li>• How do your kids inform your work towards social change?</li> <li>• Should we strive towards balance between work and parenthood or should we try to integrate them?</li> <li>• What lessons are you so glad you've learned about parenting – and where are your current challenges?</li> </ul>	<p>Claudia Grillo Sandy Moise Mark Reed Paul Tarini Kathy Davison</p>
<p><b>What about the Finance Industry?</b></p> <p><i>Breakout Room 1</i></p>	<ul style="list-style-type: none"> <li>• What will be the impact of the recent shotgun marriages of the government and private sector?</li> <li>• Is this the beginning of a new cycle, or of a new era altogether?</li> <li>• How do these changes bode for social entrepreneurship?</li> </ul>	<p>Sarah Meyerrose Christine Rico Vivian Vasallo David Sand Ashesh Parikh</p>
<p><b>The Meaning of Food</b></p> <p><i>Breakout Room 4</i></p>	<ul style="list-style-type: none"> <li>• How has the meaning of food changed?</li> <li>• What models of food preparation and food movements reflect social change? (examples: raw food, fast food, slow food)</li> <li>• How do food choices reflect socioeconomic status, or vice versa?</li> </ul>	<p>Ben Bingham Bruce Goldstein Charles Jones Judith Nutkis Andrew Greenblatt</p>
<p><b>Online Collaboration</b></p> <p><i>Conference Room B</i></p>	<ul style="list-style-type: none"> <li>• Where is the sweet spot between combining collaboration in the real world and the online world?</li> <li>• What are exciting examples of online collaboration? What supports or enables them?</li> <li>• Are there tradeoffs in moving collaboration online? If so, what gives and what gains?</li> <li>• What invitations actually convince individuals to join an online community and begin collaborating?</li> </ul>	<p>Mark Grimes McArthur Cindy Miles Chinwe Onyekere Wendell Potter Amy Zucchero Jackie VanderBrug Dawn Thomsen</p>
<p><b>33 Days to the Election – Politics in Turbulent Times</b></p> <p><i>Conference Room A</i></p>	<ul style="list-style-type: none"> <li>• What about this year's election distinguishes it or not from previous elections?</li> <li>• How has politics been changed?</li> <li>• Where does politics bring hope?</li> <li>• What political engagements have brought you satisfaction? How would you dream of being involved?</li> </ul>	<p>Deb Berman Ajax Greene Linda Jenkinson Lorenzo Lebrija Chuck Ridley Chris Ruskowski Duane Peterson Katie Drasser</p>
<p><b>Oceans</b></p> <p><i>Reception Area</i></p>	<ul style="list-style-type: none"> <li>• How can we imagine the un-sustainability of the oceans? Name</li> <li>• What are the choices we want to influence to create sustainability oceans? Structure</li> <li>• What does the end of fish mean? Map</li> <li>• What will we learn by responding to the crisis around fish?</li> <li>• What can we learn from sustainable agriculture as we learn how we respond to fish?</li> </ul>	<p>Woody Bedell Patricia Hurley Loren Blackford Fiona Montagu Lisa Monzon John Guidry Toni Page Elizabeth McCance</p>



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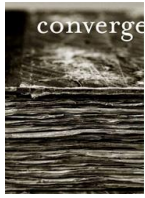
	<ul style="list-style-type: none"> <li>• What alliances need to be created to respond and who are the unlikely partners?</li> </ul>	
<b>Caring for the Wounded While Changing the World</b>  <i>Breakout Room 2</i>	<ul style="list-style-type: none"> <li>• How do you do direct service while building systemic change? Who does both well?</li> <li>• How can the lessons learned on the street better guide the policy shapers in the state houses?</li> <li>• How can the policy-shapers better generate new approaches that work on the street?</li> <li>• What creates respect and relationships between care givers and policy makers?</li> </ul>	Nancy Arnison Rebecca Hankin Benghiat Daniella Levine Margaret Lukens Cynthia Osborne Michael Pergola Isaac Prilleltensky Joy Anderson

3:30 – 4:45 pm

### Conversations – Set C

Conversation	Questions	Participants
<b>Bowling Alone</b>  <i>Breakout Room 4</i>	<ul style="list-style-type: none"> <li>• Around what do we see new communities forming?</li> <li>• What is today's equivalent of the local bowling team? Is there one?</li> <li>• How do you try to connect with your neighbors? Community?</li> <li>• What are innovative ways of bringing people together?</li> <li>• Does the Internet make us feel more or less connected?</li> </ul>	Chinwe Onyekere Loren Blackford Deb Berman Elizabeth McCance
<b>Education: Climate for Change</b>  <i>Conference Room B</i>	<ul style="list-style-type: none"> <li>• What enables schools to change?</li> <li>• How does school change relate to system change?</li> <li>• What levers are creating educational system change?</li> <li>• When and how can other stakeholders (businesses, civic groups, neighborhoods etc) play a role in creating change?</li> <li>• Where is there the most hope in the educational world?</li> </ul>	Cindy Miles Claudia Grillo Daniella Levine Sandy Moise Chuck Ridley Chris Ruszkowski Jackie VanderBrug
<b>Using Creativity and Innovation for Social Change</b>  <i>Conference Room A</i>	<ul style="list-style-type: none"> <li>• Take 20 seconds to yourself and write down a concern where social change and you seek creative solutions to break through inertia.</li> <li>• Where do you go for ideas and creative inspiration?</li> <li>• Name one great example of creativity and/or innovation that you admire? What can we learn from that?</li> <li>• Can we cultivate creativity? How?</li> </ul>	Patricia Hurley Charles Jones Lorenzo Lebrija Rebecca Hankin Benghiat McArthur Lisa Monzon Cynthia Osborne Joy Anderson
<b>Social Conscience – Who Cares?</b>  <i>Breakout Room 5</i>	<ul style="list-style-type: none"> <li>• Where is the outrage?</li> <li>• How to grow social conscience?</li> <li>• Are pain points the only place to spark action?</li> <li>• What are tools to foster common interest/collective good?</li> </ul>	Bruce Goldstein John Guidry Christine Rico Judith Nutkis Isaac Prilleltensky Amy Zuccherio Duane Peterson

<p><b>Spirituality</b></p> <p><i>Breakout Room 2</i></p>	<ul style="list-style-type: none"> <li>• What role does spirituality play in social change?</li> <li>• How does a connection to the transcendent change leaders?</li> <li>• Do spirituality and religion go hand-in-hand? Why or why not?</li> <li>• Does the message of spirituality help or hurt that of social change? What language communicates beyond religious divides to issues of ultimate meaning and purpose?</li> </ul>	<p>Ajax Greene Fiona Montagu Wendell Potter Michael Pergola Paul Tarini Kathy Davison</p>
<p><b>Bottom of the Pyramid</b></p> <p><i>Breakout Room 1</i></p>	<ul style="list-style-type: none"> <li>• What strategies have been effective in creating sustainable solutions?</li> <li>• What lessons have you learned from unsuccessful BOP projects or strategies?</li> <li>• Why is important for the BOP to become self sustainable? And how can we compel others to see the importance?</li> <li>• How does language create mutuality or distance?</li> </ul>	<p>Nancy Arnison Ben Bingham Mark Grimes Linda Jenkinson Margaret Lukens Katie Drasser</p>
<p><b>Innovative Financial Services</b></p> <p><i>Reception Area</i></p>	<ul style="list-style-type: none"> <li>• “Financial justice” like environmental justice. How do we bring financial services to underserved populations?</li> <li>• What are financial services or structures that can improve social enterprises?</li> <li>• How can we continue to push for risk taking and innovation in a climate of uncertainty?</li> </ul>	<p>Sarah Meyerrose Mark Reed Vivian Vasallo Woody Bedell David Sand Andrew Greenblatt Ashesh Parikh</p>



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Friday, October 3, 2008

9:30 – 10:45 am

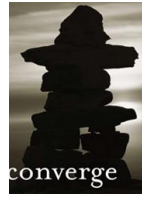
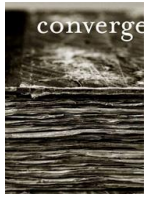
Conversations – Set D

Conversation	Questions	Participants
<b>Corporate / Non-Profit Partnerships</b>  <i>Conference Room B</i>	<ul style="list-style-type: none"> <li>• What is the tension between for profit money and mission?</li> <li>• What are the most effective mechanisms of mission insurance?</li> <li>• What has taken these from corporate giving relationships to ones of mutual benefit? Or, conversely, what has prevented this from happening?</li> <li>• What are examples of successful corporate non-profit partnerships? What makes them successful?</li> </ul>	Nancy Arnison Woody Bedell Ben Bingham Claudia Grillo Patricia Hurley Judith Nutkis Vivian Vasallo Jackie VanderBrug Ashesh Parikh
<b>Megaphones and Portal: Grand Scale Communication on Social Change</b>  <i>Breakout Room 2</i>	<ul style="list-style-type: none"> <li>• What makes mass communication in social change work?</li> <li>• Has the democratization of media (internet) gotten masses ahead of power structures?</li> <li>• Does mass communication cheapen the message of social change?</li> <li>• Does it work? Do the necessary people respond to mass communication?</li> </ul>	Deb Berman John Campbell Daniella Levine McArthur Sandy Moise Chinwe Onyekere Chris Ruszkowski Dawn Thomsen
<b>Thinking About the Brain</b>  <i>Reception Area</i>	<ul style="list-style-type: none"> <li>• Where are we in unlocking the secrets on how the brain becomes mind?</li> <li>• How does it affect our humanity and our sense of what it means to be human?</li> <li>• If you could load your mind on a computer and live forever would that computer be human? Would it be you?</li> <li>• With this research, where do you draw the line between helping and harming humanity?</li> </ul>	Charles Jones Margaret Lukens Michael Pergola Isaac Prilleltensky Andrew Greenblatt
<b>Sustainability for All</b>  <i>Breakout Room 1</i>	<ul style="list-style-type: none"> <li>• What's the new language of sustainability?</li> <li>• How can we invite a broader group into conversations and engagement around sustainable solutions? Who is not currently at the table?</li> <li>• What are effective frameworks for sustainability?</li> <li>• Where does language/class get in the way?</li> </ul>	Ajax Greene Christine Rico Loren Blackford Lisa Monzon Elizabeth McCance
<b>Community Organizing</b>  <i>Breakout Room 4</i>	<ul style="list-style-type: none"> <li>• What leadership qualities lead to successful community organizing?</li> <li>• Have the motivations for this become solely political?</li> <li>• What audiences have been less participatory or less apt to heed the message? Why?</li> <li>• Name some successful organizations / campaigns. What, if anything do these have in common?</li> <li>• Can these efforts be sustained, or do they have expiration dates? How can you keep a message "fresh?"</li> </ul>	Bruce Goldstein Mark Grimes Chuck Ridley Duane Peterson
<b>"Life Chapters" –</b>	<ul style="list-style-type: none"> <li>• Where did you see yourself 10 years ago versus where you are today?</li> </ul>	Cindy Miles

<b>Vocations, Callings and Career Directions</b>  <b>Breakout Room 5</b>	<ul style="list-style-type: none"> <li>• Is it really “who you know,” or does “what you know” play a significant part?</li> <li>• Name a big risk that you have taken professionally. If you cannot, name what is keeping or has kept you from doing so.</li> <li>• What themes have woven through your life – and how might they drive your next vocational “chapter”?</li> </ul>	Fiona Montagu Cynthia Osborne Amy Zucchero Wendell Potter Kathy Davison
<b>Cosmopolitan: The New Metropolis</b>  <b>Conference Room A</b>	<ul style="list-style-type: none"> <li>• What systems, for you, define the new metropolis?</li> <li>• To achieve it, what must come first, public or private sector investment?</li> <li>• Are certain areas primed to become cosmopolitan? Why?</li> <li>• Which current areas do you see falling out of favor or being marginalized?</li> </ul>	John Guidry Rebecca Hankin Benghiat Linda Jenkinson Lorenzo Lebrija Sarah Meyerrose Mark Reed David Sand Paul Tarini Joy Anderson

**11:00 – 12:15 pm      Conversations – Set E**

Conversation	Questions	Participants
<b>Green Washing or True Change: Corporate Social Responsibility in a Time of Global Challenges</b>  <b>Breakout Room 1</b>	<ul style="list-style-type: none"> <li>• What are the different forms of corporate social responsibility? Which ones more impact or provide the more promise for the future?</li> <li>• How can campaigns and coalitions influence corporate social responsibility?</li> <li>• How do corporations move from defensive crouch to stretch?</li> <li>• What amount of information can consumers absorb? What role does independent evaluation play?</li> </ul>	Deb Berman Ajax Greene Claudia Grillo Wendell Potter Toni Page Andrew Greenblatt
<b>Forward to the Future: Spotting Innovation</b>  <b>Conference Room A</b>	<ul style="list-style-type: none"> <li>• What are different lenses for searching out and identifying innovation?</li> <li>• Where are the innovation hot spots – and how can we grow them?</li> <li>• When do you know to “Trust your gut? and when is it better to develop consensus? How can we get beyond our own “boxes” to see from new eyes?</li> </ul>	Mark Grimes John Guidry Lorenzo Lebrija Daniella Levine Paul Tarini McArthur Cindy Miles Lisa Monzon Dawn Thomsen Duane Peterson
<b>Teaching/Coaching</b>  <b>Breakout Room 4</b>	<ul style="list-style-type: none"> <li>• Does mentoring still matter?</li> <li>• What traits do you look for in a good teacher? In a receptive student?</li> <li>• In teaching / coaching, does style or substance take precedence?</li> <li>• Once engaged, how do you keep your audience’s attention?</li> <li>• How to make the experience benefit equally the teacher/coach and student?</li> </ul>	Patricia Hurley Charles Jones Margaret Lukens Sandy Moise Fiona Montagu Chris Ruszkowski Kathy Davison
<b>Healthcare Access</b>  <b>Breakout Room 2</b>	<ul style="list-style-type: none"> <li>• What is the most pressing barrier to healthcare access in your mind?</li> <li>• How much does scale matter?</li> <li>• What will be a more successful agent of change: government policy, social initiative or corporate involvement?</li> <li>• In your opinion, who is not involved or considered in the conversation of healthcare access that should be?</li> <li>• How to get large businesses to weigh in for real healthcare change?</li> </ul>	Bruce Goldstein Rebecca Hankin Benghiat Sarah Meyerrose Amy Zucchero Isaac Prilleltensky Christine Rico Chuck Ridley Elizabeth McCance



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## Full Conversation Listing

<p><b>How Do you Sell Social Investing?</b></p> <p><i>Breakout Room 5</i></p>	<ul style="list-style-type: none"> <li>• What makes funding good or even sexy?</li> <li>• How do you sell within your network?</li> <li>• What are the successful corollaries?</li> <li>• What are the differences between celeb-driven and not (“live strong” versus “go pink”)?</li> </ul>	<p>Ben Bingham Linda Jenkinson David Sand Mark Reed Jackie VanderBrug Ashesh Parikh</p>
<p><b>Making Elephants Dance</b></p> <p><i>Conference Room B</i></p>	<ul style="list-style-type: none"> <li>• What are key sources of power within large organizations?</li> <li>• What are the pros and cons of being a large organization versus a small organization?</li> <li>• How do you coordinate heterogeneous personal mission when trying to create a more homogenous sense of shared vision?</li> <li>• Better to begin the dance among rabbits and then show the elephants the steps?</li> </ul>	<p>John Campbell Cynthia Osborne Judith Nutkis Michael Pergola Vivian Vasallo Loren Blackford Nancy Arnison Woody Bedell Chinwe Onyekere Joy Anderson</p>

1:30 – 2:45 pm

### Conversations – Set F

Conversation	Questions	Participants
<p><b>Sustainable Leadership</b></p> <p><i>Conference Room A</i></p>	<ul style="list-style-type: none"> <li>• Who are great leaders in your life and what specifically made them great?</li> <li>• When you have been proudest and most concerned of your leadership ability? Where you were successful, what was your source of leadership?</li> <li>• Name the challenges (personal or professional) that you see before you.</li> <li>• Does a lack of success in one arena (personal, professional) affect your perception of success in the other? Must you be a superhero?</li> <li>• Does leadership in social change necessarily come with a title?</li> <li>• What would play a greater role in your development into this leader: being part of an established organization and rising through the ranks, or entering a more obscure or less settled organizational structure? Why?</li> </ul>	<p>Loren Blackford Linda Jenkinson Charles Jones Daniella Levine Sarah Meyerrose Isaac Prilleltensky Mark Reed Paul Tarini Vivian Vasallo Amy Zuccherro Jackie VanderBrug</p>
<p><b>How Do We Partner, Scale and Replicate?</b></p> <p><i>Conference Room B</i></p>	<ul style="list-style-type: none"> <li>• What’s the value in going to scale? What is the risk in going to scale?</li> <li>• How do structures promote replication and scalability?</li> <li>• What characteristics are needed for a venture to be successfully scalable?</li> <li>• When is it not appropriate to bring something to scale?</li> <li>• What stories of partnerships and frameworks can we learn from?</li> <li>• Where and how do you find partners for your ventures?</li> </ul>	<p>Deb Berman Bruce Goldstein Claudia Grillo Patricia Hurley Sandy Moise Cynthia Osborne Chris Ruszkowski Duane Peterson Elizabeth McCance</p>
<p><b>Change Versus Transformation</b></p>	<ul style="list-style-type: none"> <li>• When does change become transformative?</li> <li>• What defines transformative?</li> </ul>	<p>Nancy Arnison Ajax Greene</p>

<p><b>Breakout Room 2</b></p>	<ul style="list-style-type: none"> <li>• Are there any circumstances in which change as opposed to transformation is the preferred option?</li> <li>• Have you ever brought about a transformation? What did it involve?</li> <li>• From your experiences with failed transformation, what are common barriers and lessons learned?</li> </ul>	<p>Lorenzo Lebrija Margaret Lukens Cindy Miles Fiona Montagu Judith Nutkis Michael Pergola Kathy Davison</p>
<p><b>Youth: Deviance and Criminality</b></p> <p><b>Breakout Room 1</b></p>	<ul style="list-style-type: none"> <li>• Can we identify criminality versus deviance in a person's development? If so, what, if anything, can be done?</li> <li>• What adequate deterrents in place (criminal punishment, social ostracism, etc.) to safeguard society? What's missing?</li> <li>• What are public perceptions about the direction of deviance / criminality? Are these true?</li> <li>• Are these correlated to ills in the education system? If so, can social entrepreneurs help?</li> </ul>	<p>Lisa Monzon John Guidry McArthur Chuck Ridley Chinwe Onyekere Katie Drasser Joy Anderson</p>
<p><b>Starting a Organization from Scratch</b></p> <p><b>Breakout Room 4</b></p>	<ul style="list-style-type: none"> <li>• Most new things fail: what do you need to do to prepare yourself before you begin? What's the value and opportunity in NOT preparing for failure?</li> <li>• How do you match the structure of your organization (non profit, for profit, hybrid) with the opportunities for capital?</li> <li>• What are effective early media strategies?</li> <li>• How might partnerships play into organizational starts?</li> </ul>	<p>Woody Bedell Ben Bingham John Campbell Mark Grimes Rebecca Hankin Benghiat Christine Rico Wendell Potter Dawn Thomsen Andrew Greenblatt</p>