

# Establishing and celebrating early wins

<b>Purpose</b>	Develop a strategy to recognize early wins in order to build momentum for long-term change.
<b>Recommended time</b>	2–3 hours
<b>Materials</b>	<p>Tool 3.5</p> <ul style="list-style-type: none"> <li>• “Winning Strategy: Set Benchmarks of Early Success To Build Momentum for the Long Term,” pages 24–29</li> </ul>
<b>Process</b>	<ol style="list-style-type: none"> <li>1. Read the article “Winning Strategy” on pages 24–29 to gain background knowledge on the tool and the concepts behind it.</li> <li>2. In the article, pay special attention to the “essential characteristics of early wins” (Spiro, 2012, pp. 32; 35) on page 26.</li> <li>3. Identify current actions that may qualify as early wins. Use the Early Win Wonder Tool table, pages 27–28, to determine which meet all essential characteristics of an effective early win.</li> <li>4. After completing the tool and determining whether it fits criteria for an early win, reflect on the following questions (as outlined in the article): <ul style="list-style-type: none"> <li>• Am I willing to put my credibility on the line to guarantee the success of this action?</li> <li>• Am I willing to postpone implementing the large action I really want to take until after the small, early win is successful?</li> <li>• Will I be able to implement an early win that is important to those affected, but seems relatively unimportant to me? Am I aware of what people perceive they are losing? Am I willing to build it into the proposed small, early win?</li> <li>• Am I absolutely certain this small, early win can be accomplished in the timeframe?</li> <li>• Am I prepared with a plan to build on the momentum of the early success?</li> <li>• Am I clear about where we go from here and what action comes next?</li> </ul> </li> </ol>