

TELL INTRODUCTION

OVERVIEW OF TELL YOUR COMMUNITY PHASE

The worksheets in the **Tell Your Community** phase are designed to help you synthesize what you learned from your design work and prepare to share your insights and ideas in a human-centered way. The work of this phase can be done collaboratively with school-based teams or other schools.

This phase of the design process will include: developing a stakeholder-centered story to tell and a pitch to share.

OBJECTIVES OF TELL YOUR COMMUNITY PHASE

The goal of this phase is to help you develop two approaches to communicating what you learned about your solution and why it has the potential to meet the stakeholder's needs and close the learning gaps identified. The storytelling approach is focused on sharing a stakeholder-specific way of communicating about your idea. Your pitch an approach to communicating your idea that is focused on why your idea will have the greatest impact on holistic learning outcomes for students.

At the end of this phase, you should be clear on how you plan to communicate about your solution and its potential.

MINDSETS OF TELL YOUR COMMUNITY PHASE

- Get inspired by people
- Feedback is a gift to improve your ideas
- Many cycles of testing are necessary to develop an idea

