

CTM: Master Class – Adapting Language, Preserving Values

January 22 | Action Planning Worksheet

Name:

Case Study Discussed:

Date:

Purpose

This worksheet is designed to help you translate today's conversation into meaningful, values-aligned action. It focuses on how language shows up in both systems and leadership, and how you can respond personally and organizationally. You are not expected to solve everything. One thoughtful next step is enough.

What Did You Notice?

In the case study you discussed, what policies, practices, visuals, or language communicated who belonged and who did not?

Impact vs. Intent

What do you think leadership intended to communicate?

What do you think was actually experienced by staff or community members?

Where Does This Show Up in Your Organization?

Check any that apply:

- Social media or public communication
- Policies or procedures
- Program descriptions or marketing
- Registration or access systems
- Training or onboarding
- Customer service practices
- Board or leadership messaging
- Design, signage, or branding
- Other: _____

Briefly describe one area where your organization's "language" may be creating unintended barriers or mixed messages.

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Values Check: Which values are most important in this situation? (Choose up to three.)

- Fairness
- Inclusion
- Access
- Belonging
- Accountability
- Transparency
- Respect
- Community Trust

How well do you think your organization currently reflects these values?

Organizational Action

Identify one realistic change your organization could make to better align its policies, systems, or communications with its values. This could involve a policy, a form, a process, training, a design element, or a way of explaining things.

Action:

Who needs to be involved?

First step and timeframe:

Personal Leadership Action

What is one way you will lead differently as a result of this conversation? (This could involve how you listen, advocate, explain, or make decisions.)

When will you take the first step?

How Will This Change the Message?

If these actions are taken, what will they communicate to staff, participants, or the community?

Closing Reflection: What is one insight you are taking away about how language, systems, and leadership shape belonging in your organization?