

What is the SchellingPoint Method?

The SchellingPoint method employs an anonymous, online process which surfaces honest and insightful information in remarkably little time. Revolutionary computer software, internet accessibility and proven communication theory result in comprehensive data and analysis. We then provide expert facilitation to enable your leaders to discern the most effective ways to achieve your mission.

You receive:

- Top 5 to 10 prioritized activities that will have the greatest impact.
- Pinpoint knowledge of where the leadership can make rapid changes.
- Unique insight into where there will be resistance – and guidance for action.
- Specific information for an ongoing dialogue on issues of importance.
- An understanding among the leaders of where you think the same, where you differ, and why.

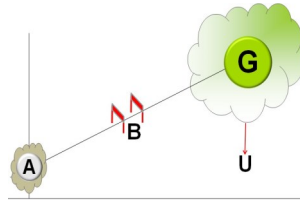


“North Star Strategies helps groups accomplish aggressive objectives with realistic implementation plans.”

Barb DeHaven
DED0

The Approach

The SchellingPoint Method uses the four categories of thought that drive a group’s action and inaction



- **Goals**
- **Unintended Consequences**
- **Barriers to Success**
- **Assumptions**

Our ability to measure the exact degree of alignment on the group’s opinions in these four categories provides the insights to develop an action plan with group buy-in.

“This is a cool process for managing complex issues. Easy to use.”

Clare Lindsay
EPA

“North Star Strategies helped us end up with a truly first class product.”

Jan Lee
DHIN

Contact **302-584-7940** or
tmorgan@north-star-strategies.com
for more information

North Star Strategies

An innovative, easy-to-use and proven planning method for leaders in state and federal government and in non-profits.

**Effectively
achieve
measurable
outcomes with
limited resources**

“The planning process facilitated by North Star Strategies far exceeded my expectations regarding how far our group could come to agreement on a very difficult topic.”

Ken Smith
Delaware Housing Coalition

Case Studies



The federal government is driving change towards evidence-based policies and measurable outcomes. Simultaneously both state and federal resources are increasingly limited. As a result government agencies are required to find new approaches to serve their customers.

In this current environment many leaders are frustrated by:

- Missed targets
- Resistance to change
- Ineffective processes
- Poor communication or
- Internal conflict.



Our proprietary SchellingPoint Method has been used by hundreds of groups to address these challenges.

North Star Strategies facilitates groups using this method, enabling them to create positive change in this environment!

“The SchellingPoint method is an amazing consensus building tool.”

Stephan Sylvan
EPA, White House



Delaware Health Information Network (DHIN)

Problem:	DHIN was faced with cuts in State funding, a phasing out of federal grants, and increasing expectations being driven by health care reform.
Solution:	It used the SchellingPoint Method to anonymously surface ideas and opinions from multiple stakeholders with divergent perspectives. A facilitated dialogue among the leadership group led to 5 year strategic plan with full buy-in.
Results:	It developed two breakthrough funding strategies that resolved long standing issues. DHIN met its ambitious targets in 2012.

University of Delaware - College of Health Sciences

Problem:	The College of Health Sciences has four schools that operated in “silos” with little cross-coordination. Dean Kathy Matt knew that greater collaboration was essential to the organization’s future. Some in the leadership group supported increased collaboration and others did not.
Solution:	With one hour of pre-work before a one day offsite retreat, the leaders used the SchellingPoint Method to rapidly surface their opinions on collaboration in the College. The group analyzed the pre-work results together at the retreat to gain insight into the areas of alignment and misalignment.
Results:	The facilitated dialogue at the retreat identified several areas where the leaders of the four schools believed they could collaborate for mutual benefit without giving up their individual identities. They created an action plan with ownership and timing as a move towards greater collaboration over time.