

Content Organizer

	PAST		PRESENT
	Choices	Consequences	
1. Why does it matter to me?			
2. How much should I share?			
3. How do I make it about more than myself?			
4. Where do we start?			
5. How can we make it easy and engaging for others to join in?			
6. How do we get wisdom from crowds?			
7. How do we handle the downside of crowds?			
8. Are we pursuing voice or influence or both?			
9. How do we get from voice to changes?			
10. How can we find allies?			