

STEP 1 TASK 4: Summarize Core Challenge

**Process**: Discussion and writing

**Output**: Core challenge statement

This task uses a **core** **challenge** **statement** to sum up the challenge to be addressed and detail the key behaviors, social norms or policy needed to make the Shared Vision a reality.

* **Begin by comparing the Shared Vision with the assessment of the situation.**
* **Then define the challenge in terms of the difference between the Shared Vision and the current situation.**

The core challenge statement outlines key information on why there is a difference between the Vision (what you want to happen) and the current situation (what is happening now).

* What are the differences between the Shared Vision and the present situation?
* Why is there a difference between what you want to happen and what is happening now?
  + What would happen if nothing was done to address the root causes or if conditions remained fundamentally the same?
* How can your communication strategy address the differences between your Vision and the present situation?

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| **Shared Vision** | Click here to enter text. |
| **Current Situation** | Click here to enter text. |
| **Differences between vision and situation** | Click here to enter text. |
| **Core Challenge Statement** | Click here to enter text. |

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