How to SMALLIFY
October 20, 2026

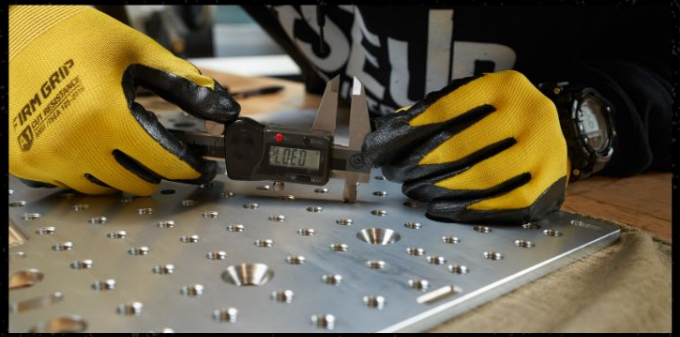
redefine ALLIANCE

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SMALLIFY

FEATURED ESE: RISE UP INDUSTRIES







At Redefine Alliance, we believe…

The work of breaking cycles of economic exclusion — scaling employment social enterprises, supporting people overcoming barriers like homelessness and incarceration — is collective. It relies on collaboration, trust, and shared action. That's why we invest in and grow the field of employment social enterprise across the U.S.

These enterprises serve resolve acute challenges of systemic poverty, while also building skills that jumpstart pathways to economic power.

redefine ALLIANCE

Our Community has more than 600 individuals representing over 300 enterprises across the country building economic power.



Today’s Agenda

- ❏ Welcome, connection and context (10:00)
- ❏ The SMALLIFY method and examples (10:10)
- ❏ Your turn (pick a goal / develop a 30-day action plan) (10:20)
- ❏ Breakout (connect and share ideas) (10:30)
- ❏ How to bring this back to your team (10:50)
- ❏ After party (more Q&A) (11:00)

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Ways of Being Together Today

Stay Curious - Listen deeply and assume positive intent. Curiosity creates space for learning.

Share What Serves - Participate in ways that feel useful and authentic to you. Listening is participation too.

Be Candid and Kind - Speak honestly while honoring the dignity and experiences of others.

Practice "Yes, and..." - Build on ideas and possibilities before moving to critique or problem-solving.

Respect the Space - Stories stay here; lessons can leave here. Help create a space of trust, discretion, and care.

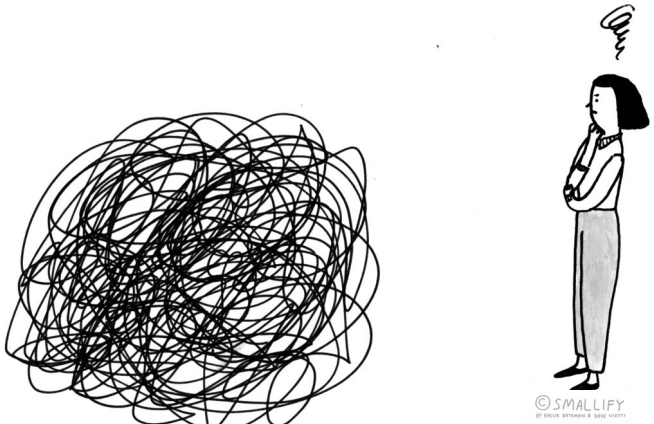
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Chat In:

A person who inspires you. Could be a peer, family member, mentor, or a even a famous person or leader from any field or period in history. First person who comes to mind.

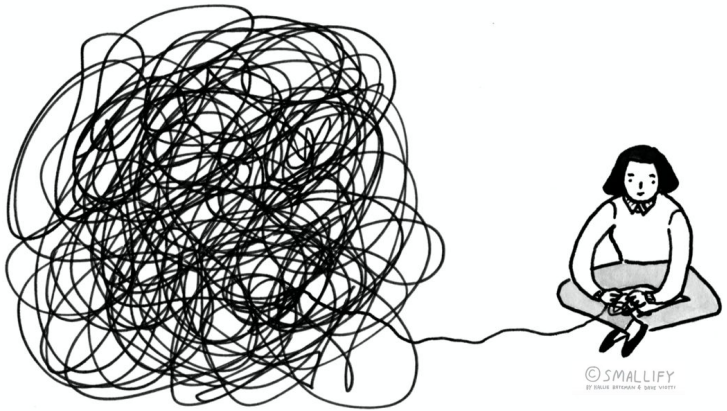
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SMALLIFY = The antidote to overwhelm ...



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… and the catalyst for progress



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If you want to run a marathon,

jog around the block.

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And if that seems too big,

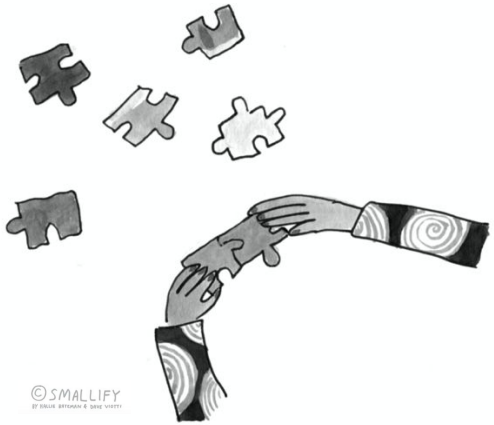


Just walk around the block.

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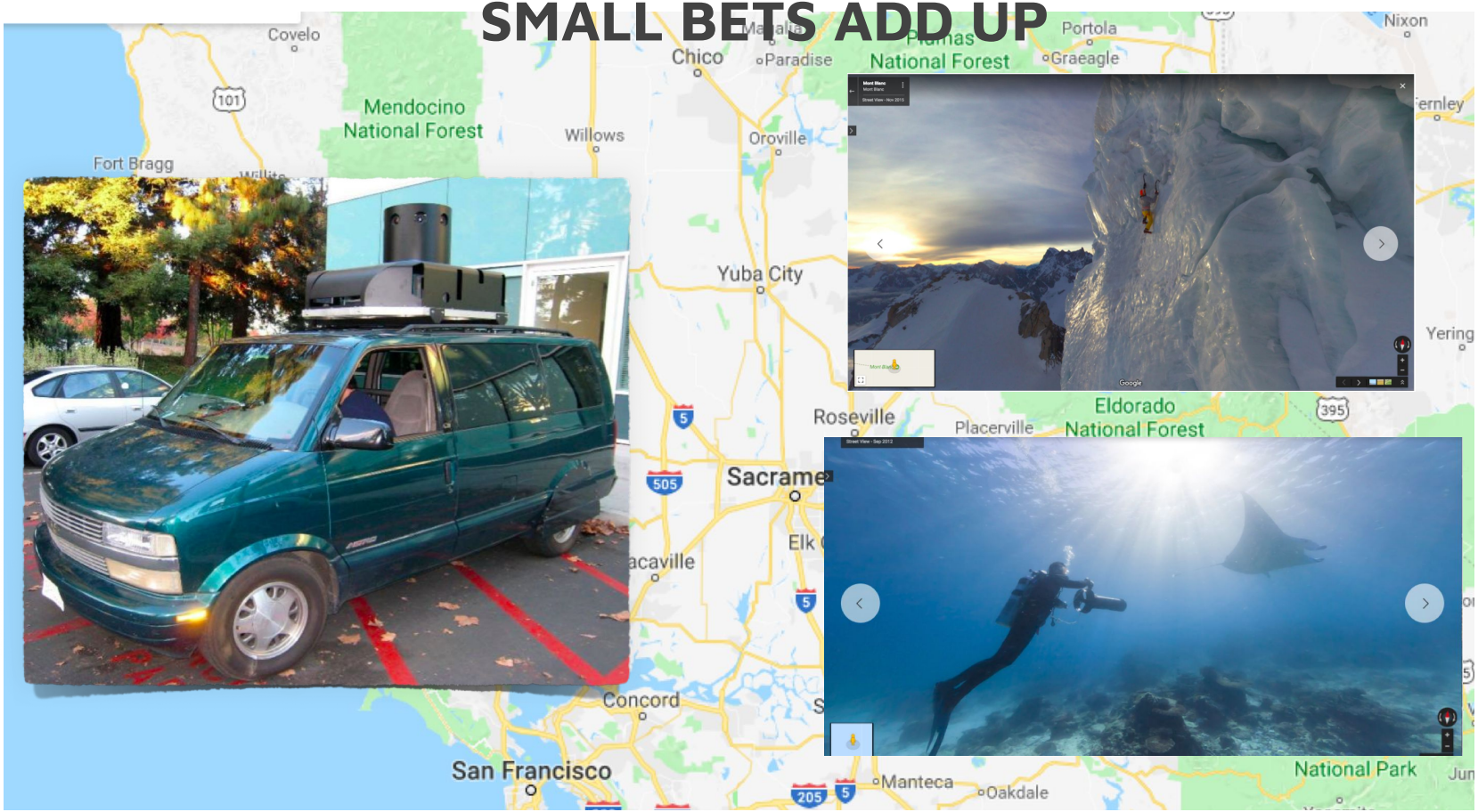
If you want to solve a puzzle,



find a corner piece.

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SMALL BETS ADD UP



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The Power of Small Wins (progress over perfection)



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Why Small Bets Work: The Science of Small Wins

1. The Progress Principle (progress over perfection; small wins create confidence, momentum and motivation)
Amabile, Teresa & Kramer, Steven. The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work (2011)

2. Lean Startup / MVP Thinking (learn fast, reduce risk)
Ries, Eric. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses (2011)

3. Tiny Habits & Behavioral Science (small actions build momentum, reduce resistance, and build consistency)
Fogg, BJ. Tiny Habits: The Small Changes That Change Everything (2019)
Clear, James. Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones (2018)

4. Psychological Safety Research (trust fuels learning and performance)
Edmondson, Amy. The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth (2018)

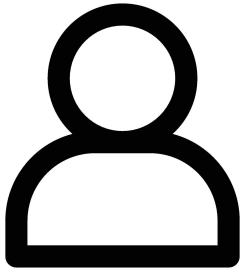
5. Neuroscience of Motivation & Small Wins (small wins motivate the brain)
Duhigg, Charles. The Power of Habit (2012); McGonigal, Kelly. The Willpower Instinct (2011)

6. Agile & Iterative Learning (experiment, learn, adapt)
Sutherland, Jeff. Scrum: The Art of Doing Twice the Work in Half the Time (2014)
Beck, Kent et al. Manifesto for Agile Software Development (2001)

7. Growth Mindset (abilities grow through effort and learning)
Carol Dweck. Mindset: The New Psychology of Success (2006)

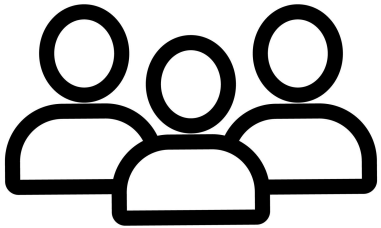
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Small Bets in Action in Our ESE Community



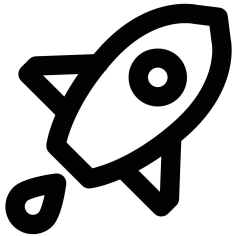
I - Leader

Moving from
Doer to Leader



We - Team

Building
Psychological Safety
on Your Teams



It - Program

Launching a
new product,
service or policy
initiative

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Your Turn

Chat in:

What’s one challenge or opportunity in your ESE right now that feels big, important, or full of possibility? (I, WE or IT)

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HOW TO SMALLIFY “smallified”: 7 Steps

1. **Pick a goal** and write it down
2. **Define** what **progress** looks like in **30 days**
3. **Break it down** into **small bets** (actions) to move the goal forward
4. Add to your list things a **mentor, peer, or inspirational leader would do**
5. Identify the **most important and achievable small bets** for the next 30 days
6. **Pick one thing** you will do within **24 hours** (momentum over perfection)
7. **Make a small bet everyday** to accelerate learning confidence and momentum

Fuel for the journey = growth mindset

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Example:

1. **Pick a goal**: I will build psychological safety on my team

2. **Define progress:** Team members are speaking up more openly, participating more consistently, and sharing ideas or concerns more comfortably

3. **Break it down into small bets:** Read an article or watch a video on psychological safety, take a short training, conduct a simple anonymous team survey, schedule listening-focused 1:1s, and test a new team check-in practice

4. **Others would:** Jalpa regularly checks in on people personally, admits mistakes openly, asks curious questions, and thanks people for honest feedback

5. **Next 30 days:** Conduct team survey, hold three 1:1s, start meetings with check-in question

6. **24-hour small bet:** Watch a 5-minute youtube video on creating psychological safety at work

7. Reflect, learn, celebrate, next bet ...

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Your Turn:



1. Pick a goal and write it down

- Choose one meaningful goal to focus on for the next 30 days (I, We, or It).

2. Define what progress looks like in 30 days

- Not perfection. Not forever. Just progress.
- Break it down into small bets.

3. Break it down into small bets.

- List small actions, experiments, conversations, or steps to move the goal forward.

4. Add what others would do to reach your goal

- What would a mentor, colleague, or someone you admire try?
- What has worked for others?

5. Identify the most important and achievable small bets for the next 30 days

- What needs to happen first?
- Which actions create momentum or unlock other actions?
- What is small enough to actually get done?

6. Pick one thing you will do within 24 hours

- So small you can't not do it. Momentum matters more than size of bet or perfection.

7. Make a small bet everyday

- Small consistent action accelerates learning, confidence, and momentum.

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Breakout

In groups of three:

- Share your goal and small bets
- Support each other (share feedback, ideas, connections, resources, etc.)
- Practice equity of voice: Make sure everyone shares and gets feedback (2-3 min each)

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Taking this Back to Your Team

Use the DIY Guide: Start with your own small bets, then invite your team to use the guide to SMALLIFY a real challenge, goal, or opportunity together.

Facilitate a 60-Minute SMALLIFY session: Run a simple team meeting where people:

- identify a challenge
- define what progress looks like,
- SMALLIFY it into 3–5 small bets (≤30 days),
- and commit to one meaningful action within 24 hours

Normalize Small Experiments. Shift conversations from:

“What’s the perfect solution?” to: “What’s a small, learnable next step?”

Encourage Pilots, Prototypes, and Short Learning cycles.

Celebrate Progress and Learning: Build reflection into team rhythm:

- What’s one small bet this week?
- What did we learn?
- What’s one small bet we want to test next?

When a challenge feels stuck or too large, ask:

“How might we make this small enough to move?”

When something feels too big or risky, just make it smaller until you can’t not do something.

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SMALLIFY Your Goal



Write down the name of a **famous person** who inspires you:

_____.

1. Name Your Goal (the picture on the puzzle box)

In 30 days, I want to have meaningfully moved toward: *(e.g., build a high-performing team, launch a pilot, get better at delegating, improve public speaking, design a new service, develop my workforce, create psychological safety on my team, incorporate AI)*

"I will _____.

2. Spot the Tangle (internal conflicts / tricky pieces)

On the left, list 1–3 mindsets or constraints that might hold you back *(e.g., "I might fail or look incompetent," "This feels too big or complex," "I/We don't have enough time or resources," "I might upset someone," "I don't know where to begin")*. Then on the right, list your growth mindset response(s) (e.g., "I'll learn something," "Smallify it!", "What can we do with the time/resources we have?" "I'll start with something small and low-risk to get a quick win."

Fixed Mindset(s): Growth Mindset Response(s):

3. Place the Pieces on the Table (idea generation).

Spend 2 minutes brainstorming possibilities. Don't judge — just list. You can use AI for ideas.

- **Your own raw ideas (specific actions you might take):**

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- **Moves you've seen others make towards similar goals (mentors, peers, rivals):**

- **Inspiration from a famous person who inspires you (*How might X solve this …?*):**

Look at all your ideas above, moves others make, and inspiration from famous people. Sketch a simple 30-day flow, cluster top ideas or make a timeline of what needs to happen when.

4. Find the Corner Pieces (30-Day Goal + 4 Milestones)

- **Corner Milestones (max 4):** Concrete, winnable stepping stones that create structure and momentum (small wins) over the next 30 days (include target dates).

1. By _____, I will _____
2. By _____, I will_____
3. By _____, I will_____
4. By _____, I will_____

5. Snap in the First Piece Today (small bet)

What's the smallest step you can take **right now** to begin? *(Make it so small you can't not do it.)*

"Within the next 24 hours, I will _____"

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SMALLIFYING in Teams: Sample 60 Min Agenda

Sample 60 Minute Agenda

1. What Are We Trying to Improve? (5 min)
2. What's Getting in the Way? (10 min)
3. What Might Help? (15 min)
4. What Can We Test Quickly? (15 min)
5. What Are Our Small Bets? (10 min)
6. Who Will Do What by When? (5 min)
7. Reflect, Learn, and Follow Up as a Team (within 30 days)



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Breaking it Down (Recap)

- SMALLIFY is a **tool to break down any goal** (I, WE or IT) into smaller, more actionable pieces
- The **strength of high achievement** is that we're **able to do big things** in service to others
- The **shadow side** is that we feel so responsible to do everything for everyone all at once that **we often make things too big or complex** and bite off more than we can chew
- SMALLIFY is about ***giving yourself permission to do small things*** *in service to big things*
- **Thinking Big and Betting Small are partners (not opposites)**. The small wins add up and get you to your big goals faster. SMALLIFY is the antidote to overwhelm.
- **Small wins give us motivation** (a "dopamine spritz") to take on bigger and bigger tasks
- **Milestones** in 30-day chunks **keep us focused and accountable**
- You can **Use AI** to help frame opportunities, generate ideas, and make fast prototypes

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About Dave Viotti



GALLUP

CliftonStrengths® Top 5 for David Viotti

This report presents your five most dominant CliftonStrengths revealed by your responses to the CliftonStrengths assessment. Use this report to learn more about these strengths, how they uniquely show up in your life and how you can use them to fulfill your potential.

1. Strategic®
You create alternative ways to proceed. Faced with any given scenario, you can quickly spot the relevant patterns and issues.

2. Positivity®
You have contagious enthusiasm. You are upbeat and can get others excited about what they are going to do.

3. Ideation®
You are fascinated by ideas. You are able to find connections between seemingly disparate phenomena.

4. Connectedness®
You have faith in the links among all things. You believe there are few coincidences and that almost every event has meaning.

5. Arranger®
You can organize, but you also have a flexibility that complements this ability. You like to determine how all of the pieces and resources can be arranged for maximum productivity.

EXECUTING themes help you make things happen.

RELATIONSHIP BUILDING themes help you build strong relationships that hold a team together.

INFLUENCING themes help you take charge, speak up and make sure others are heard.

STRATEGIC THINKING themes help you absorb and analyze information that informs better decisions.

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Dave Viotti is the founder and CEO of SMALLIFY, a global innovation capacity-building community based in Silicon Valley and practiced around the world. Dave has delivered SMALLIFY Labs and workshops to 30,000 leaders in over 1,000 organizations around the world in the corporate, start-up, government, and non-profit sectors.

Dave serves on the faculty of the Executive Leadership Program at U.C. Berkeley's Haas School of Business and the IT Leadership Academy for the State of California. He was on the founding teams for Fuse Corps, the Civic Accelerator at Points of Light, the Collaborative Solutions Lab with the federal government at the Presidio Institute, the Westly Prize for innovation in California, and the IT Leadership Program for the State of Hawai'i. Dave is a Gallup-Certified CliftonStrengths Coach.

Career highlights include: U.S. Chief Learning Officer and Corporate Counsel at Sun Microsystems, intellectual property lawyer at Faegre & Benson, Assistant Producer of CNN's Burden of Proof, Executive Director of the Junior Statesmen Foundation, and Henry Luce Scholar at the Legislative Council in Hong Kong. Dave received undergraduate and law degrees from Georgetown University and a master's degree in International Relations from Oxford University as an Allbritton Scholar.

Dave is a long-time practitioner of improv comedy and a devoted chowhound and chef. Dave travels and works around the world (in person or remotely) to support clients and partners who are building positive futures for ALL. A dual Italian and American citizen, Dave's basecamps are Honolulu, Los Angeles, and Modena, Italy.



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