

FROM 'NO' TO 'YES'

a story from the Isle of Raasay



✓ **Three Key Lessons**

**1. Public opposition often masks
private support**

2. Framing is everything

**3. Put everyone on the same side
of the table**

Community transformation doesn't require universal support from day one, and sometimes, you have to be willing to be temporarily unpopular to achieve something permanently valuable.

Thank You

