



Authenticity Being and Sharing who you really are.

Community Coming together in transition as both teacher and learner.

Empowerment Honoring the capacity to create the life you want.

Exploration Seeing and exploring possibilities.

Mission Empowering people to move to meaning in life and work

Vision Be the work/life hub for people in transition

DRAFT

CREATE THE MODEL

PLAN & EXPAND

PROGRAMS *Define the programs.*

Provide core programs to support four phases of work/life transition: 1) Who am I? 2) Where do I go? 3) How do I get there? and 4) How do I sustain & help others? Develop work/life program for employers, facilitating employee to employer conversation to understand need and create change.

2010

Find new and bigger venue.
Evaluate & enhance existing programs.
Define vision for core programs needed for SHIFT model — 2 programs per phase/shift? .
Create metrics to measure program success and outcomes.
Define mentor role.

2011

Begin executing full SHIFT program model.
Measure success.
Create Organic program development process, balancing community input with SHIFT quality filters.

2012 & 2013

2012) Plans and execute program evolution, make improvements. Have we earned the right to expand? If so, plan for expansion. Create business plan for growth.
2013) Grow into 2 other markets.

COMMUNICATIONS & MARKETING *Communicate the vision of who we are.*

Create SHIFT's core messaging, expand overall awareness and increase number of key partnership alliances. Develop the tools: Marketing plan, brand development, website development, social media, SHIFT award (ie. Baldrige award for work-life quality).

Conduct focus groups and listening process.
Develop marketing plan by 7/10 with brand process
Maximize online opportunities (social media and blog and search engine optimization).
Create initial strategic alliances.
Communications and alignment plan, internal/external and Launch Speaker's Bureau.

Complete organization branding .
Expand website resources (intranet).
Further build strategic partnerships with high profile partners.

2012) Hold first Annual SHIFT Award event (like Baldrige).
Develop workplace advocacy program.
2013) Hold 1st National Work/Life Summit.

FUND DEVELOPMENT *Connect investors to our vision.*

Create mutually beneficial partner alliances with organizations, businesses, employers and individuals in order to generate revenue through earned income, sponsorships and philanthropy.

Create business/development plan: corporate & strategic alliance sponsorship, government, grants, individual donors, earned income.
Begin raising dollars immediately with new vision and friends of SHIFT.

Execute Plan with funding partners: **A) Employers** (good PR, management & employee resource, new employees, product sales, philanthropy; **B) Government** (innovative new vendor); **C) Individuals** (innovative new community) ; **D) Existing Institutions**, related industry & education ; **E) Foundations;** **F) Professional Associations.**

Achieve our earned revenue, sponsorship, and philanthropy goals.
Identify new funding streams

COMMUNITY *Support the people who make SHIFT happen.*

Create systems and the environment for all SHIFT stakeholders (members, volunteers, staff) to support their goals. Grow membership in Twin Cities to members to: 1,000 and create and fill key staff positions.

Create strong welcoming and mentoring process and effective volunteer orientation.
Share stories (volunteers & members).
Create process for people to orient in SHIFT
Frame staff core competencies and define when and how we will grow.

Initiate new membership campaign.
Volunteer handbook created and hours in Time Bank.
Create skill set needs for volunteers.

Expand membership benefits.
Conduct volunteer recognition event.

GOVERNANCE *Solidify the structure for a sustainable future.*

Fully utilize board leadership to create the vision and direction for future, set parameters for staff accountability, annually review the strategic plan, and be a strong link into the community.

Solidify committee structure, and compliance procedures (financial and personnel).
Identify knowledge and skill set for strong board.
Define new structure of organization: committees, committee leadership & policy, Exec.. Committee, etc.)

Create roles and responsibility .
Train the Board
Increase to 17 member board

Approve succession plan.
Create advisory board.