Case Example: Why the GCO Needed a Strategic Plan

This strategic planning process happened between October 2019 and February 2020. The Genuine Contact Organization (GCO) had experienced significant growth and transformation in the previous 7 years (2012-2019).

2012

A strategic plan was completed and approved in 2012. This ambitious plan included the desire to undertake 2 intentional organizational transformations: becoming a membership organization and a strategy-focused organization.

Membership Organization: In becoming a membership organization, the GCO would make it possible for all people who were interested in the Genuine Contact Way of working and living to support Genuine Contact and benefit more clearly from collective learning by being members of the GCO.

Strategy Focused Organization: Along with being members, developing as a strategy focused organization provided a structure within which people could understand how they could contribute to the organization's purpose of increasing the use of Genuine Contact worldwide.

2012-2017

In order to take the visible step of opening up registration for people to become members of the Genuine Contact Organization, the organization spent these years working on the less visible preparatory steps to strengthen the foundation and be ready to work together in a strategy-focused way.

2017

Co-Owners and members of the Genuine Contact community were invited to begin working together in a strategy-focused way.

2019

The membership model was developed and approved in early 2019. Registration opened for people interested in Genuine Contact to become members in July 2019.

Additional milestones in this year included: new income streams, registering the GC publishing house, and the launch of new brand materials for Genuine Contact.

2019-2020

By late 2019, the Director identified that the original strategic plan had been fulfilled. Either activities had been completed or were well underway. This included a shift to being a strategy-focused organization, the development of an expanded membership model (and over 100 members worldwide within the first year of membership!), design and implementation of a new brand, and all the other small steps along the way.

The Director sought a new mandate from the Co-Owners through a new strategic plan that would guide the activity of the organization for the next 5-7 years. This strategic plan would need to guide the organization in its next steps after 2 significant organizational transformations to strengthen these newly developing cultures in the organization.