

Strategic Clarity for SAF

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Executive Vice President and CEO



What are you
deeply passionate
about?

What can you
be best in the
world at?

What drives
your economic
engine?

Quicksilver Foundry is the facilitator SAF has hired to guide the us on this path. They define their purpose as “helping you create *more impact* in the world.”

Clients include:

The Lance Armstrong Foundation

Starbucks

Hewlett Packard

Lexus

Nike

Kaiser Permanente

American Express

World Wildlife Fund

The Bill and Melinda Gates Foundation

The Ford Foundation



Simple

Brand
Promise

Different

Relevant



Marin Waldorf School: Mission

To provide an education that will prepare children to fulfill their highest potential as free human beings

energized by a life-long joy for learning. Recognizing the spiritual nature of the human being, we bring into practice the education principles of Rudolf Steiner in a way that

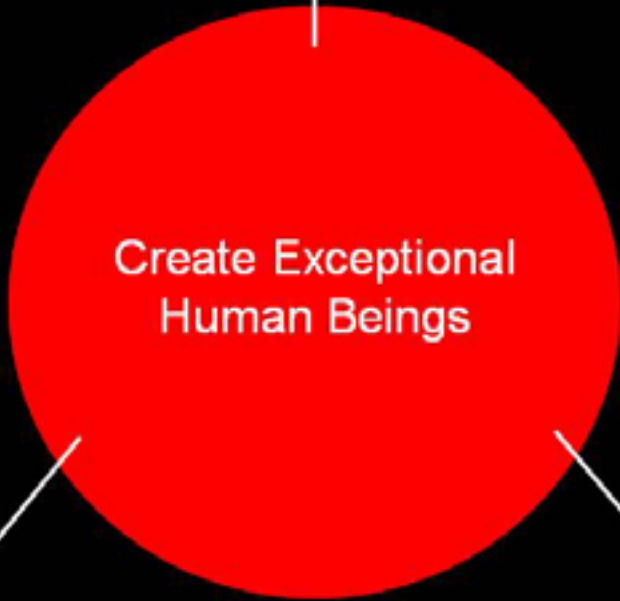
reflects their relevance for an every-changing and socially diverse world. Each stage of a children's development is supported by activities that engage the mind, fire an imagination, and strengthen the will in order to develop capacities and skills that can serve an evolving humanity.

Simple

Create Exceptional
Human Beings

Different

Relevant



The Mission

of the Society of American Foresters
is to advance the science, education,
technology and practice of forestry enhance the
competency of its members; establish professional
excellence, and use the knowledge,
skills, and conservation ethic of the profession
to ensure the continued health and
use of forest ecosystems and
the present and future availability
of forest resources
to benefit society.



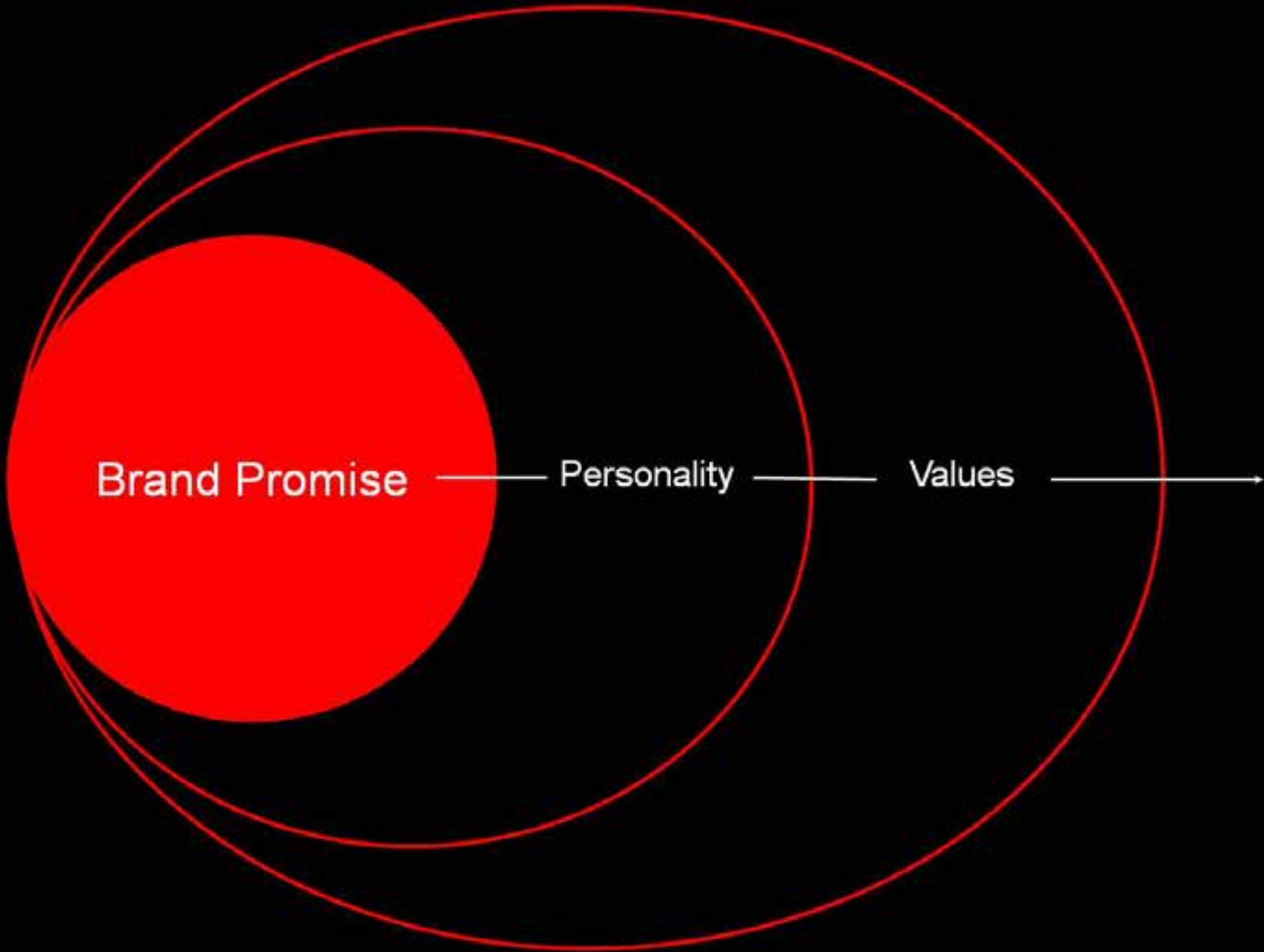
Simple

Brand
Promise

Different

Relevant





Brand Promise

Personality

Values



Our Objective is to Improve SAF

We will do this by providing clarity for who we are, what we do and why it matters



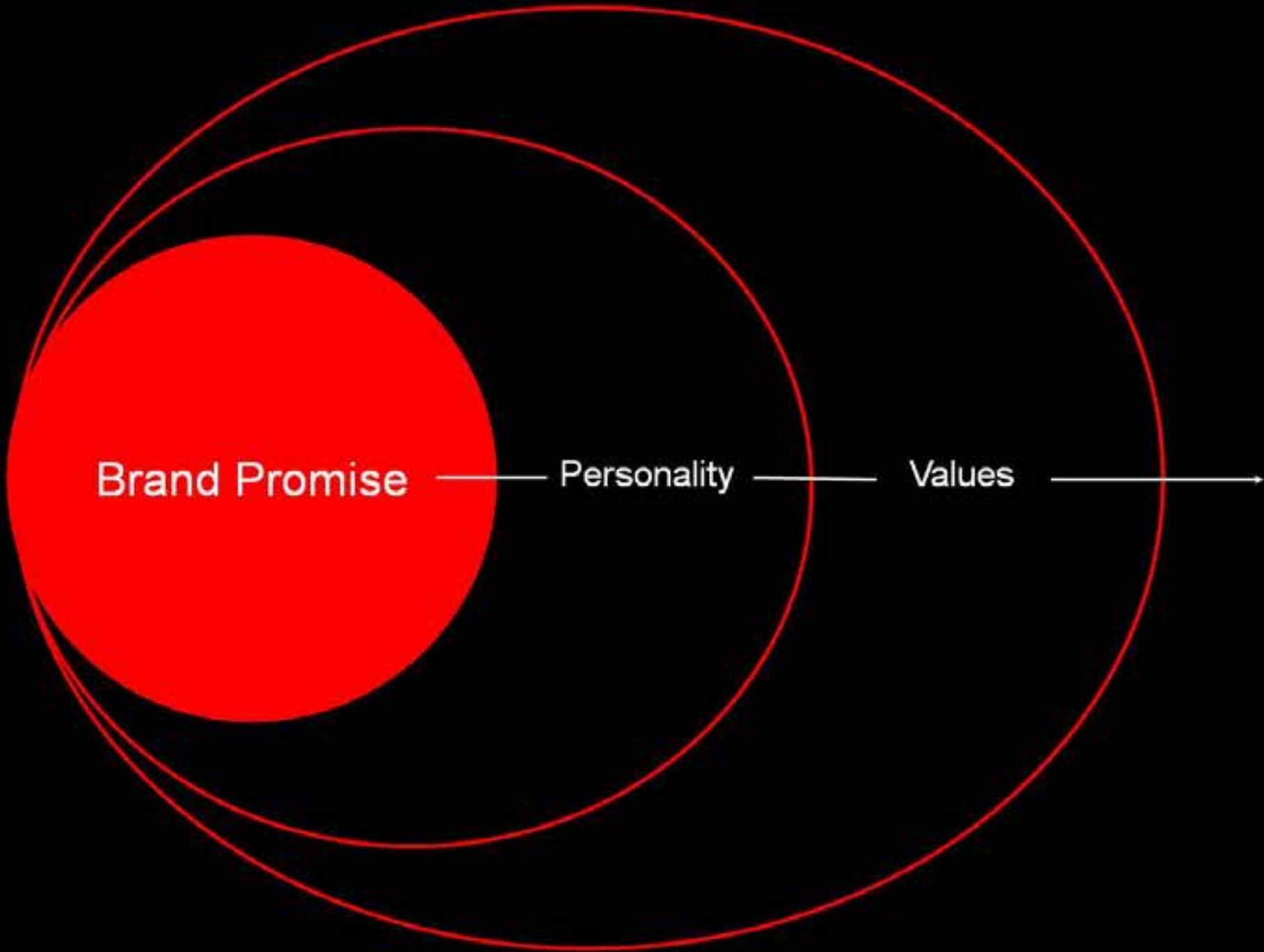
The **brand framework** aims to authentically distill who we are and who we aspire to be. It becomes the decision principle, the lens we use to examine decisions and opportunities and helps us stay on course. We work to create and manage the **signals** SAF sends to **communicate our promise.**

We will get beyond the mission statement, core values, and strategic plan which are important, but we are working to find the core of who we are that lives in the hearts and minds of all our members.



Initial Insights



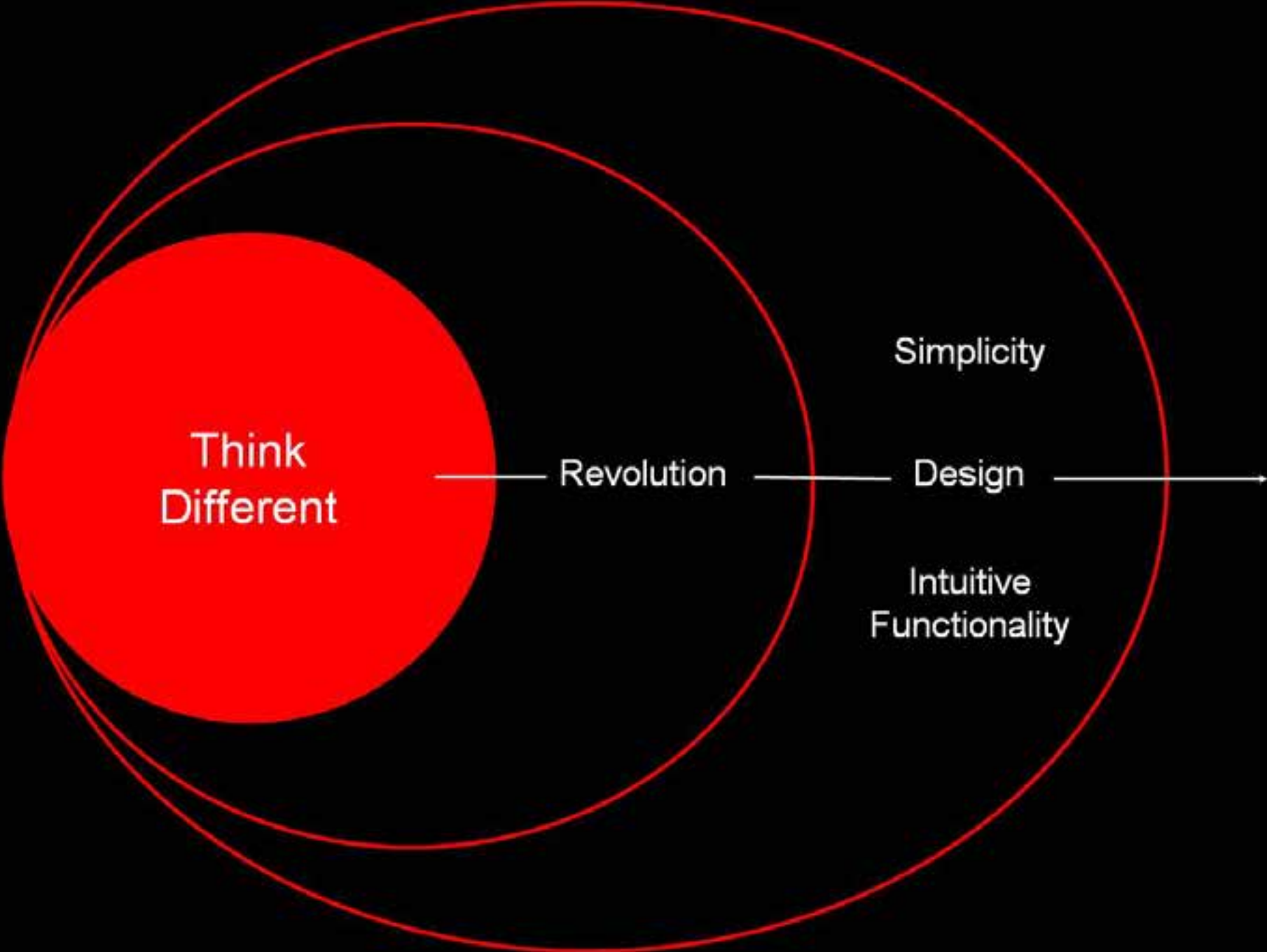


Brand Promise

Personality

Values





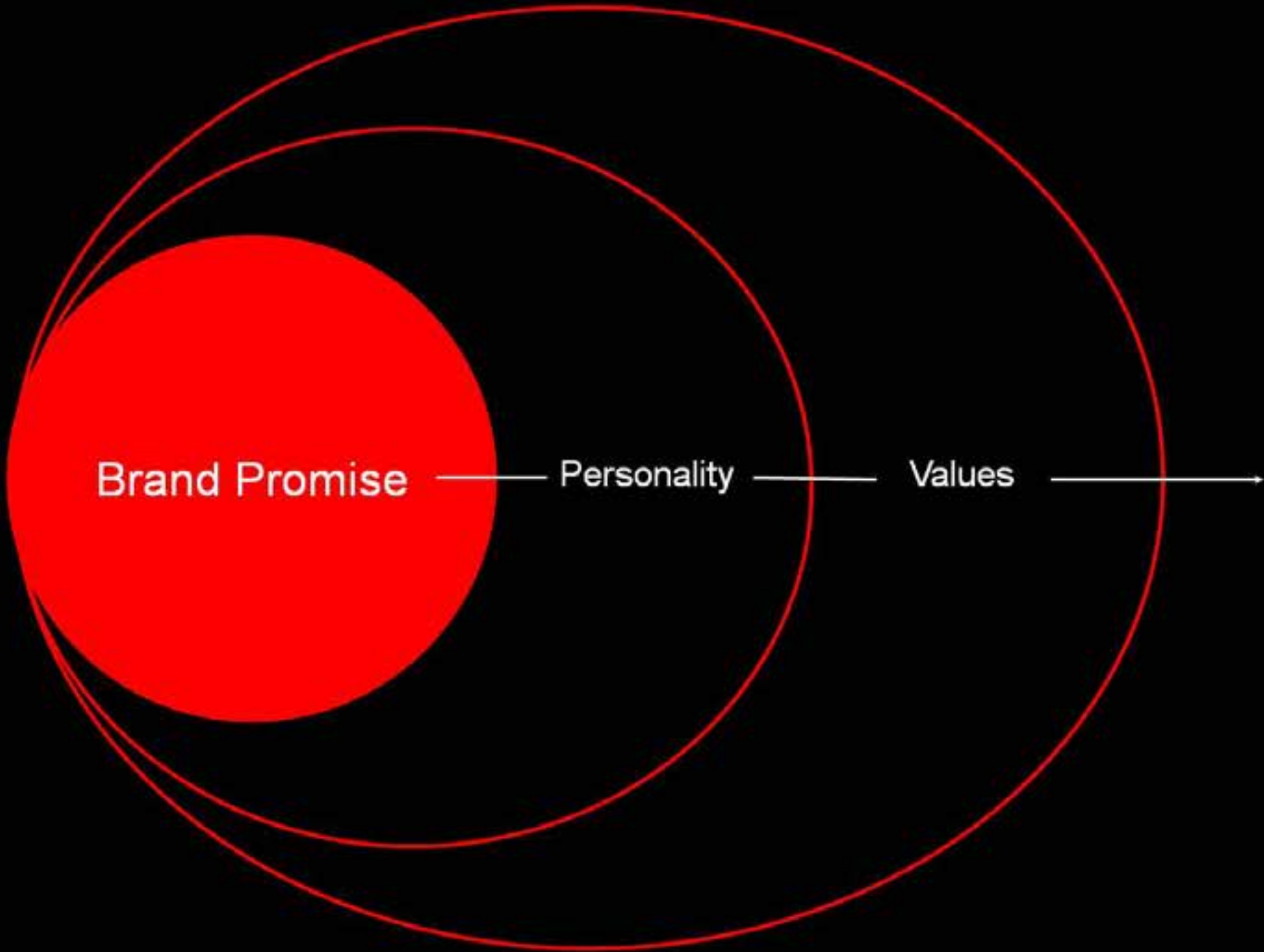
Think
Different

Revolution

Design

Simplicity

Intuitive
Functionality



Brand
Promise

Mission
Creep

Chasing the \$\$

Turf

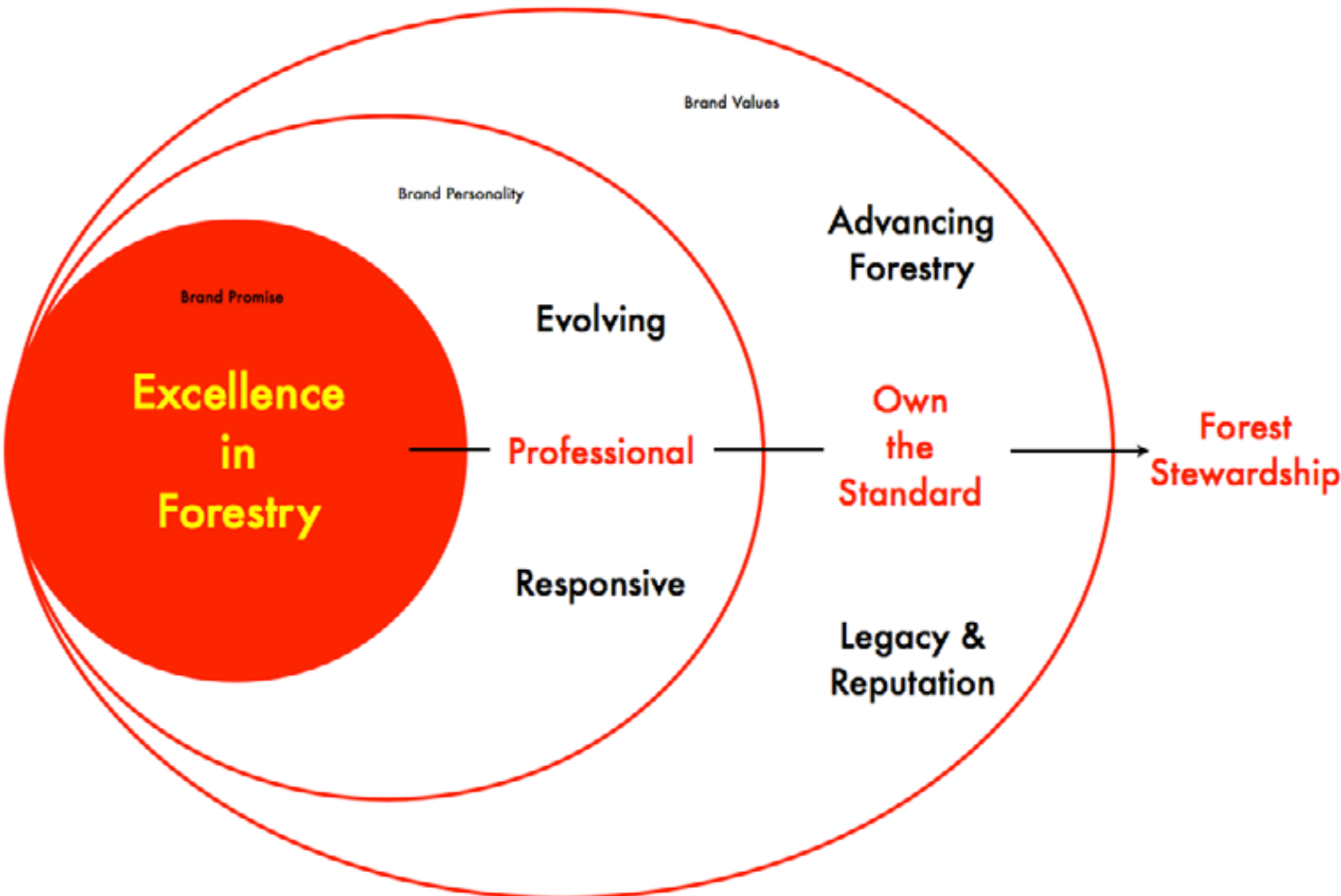
Committee
Branding

Centralized
Control

Strategic
Plans

Initial Insights





Brand Values

Brand Personality

Brand Promise

**Excellence
in
Forestry**

Evolving

Professional

Responsive

**Advancing
Forestry**

**Own
the
Standard**

**Legacy &
Reputation**

**Forest
Stewardship**

Brand Promise - Answers the questions: Who are you? What do you do? & Why does it matter to me?

Brand Personality - Informs the tone and flavor of everything you do and say.

Brand Values - Essential ingredients of your DNA and how you create impact that simply cannot be removed from who you are aspire to be.

Strategic Planning

A Map

“1000 Words”

Vision/Mission/TOC

Black & White

Strategic Clarity

A Compass

“The picture”

Decision Filters

Color

SMaC stands for **Specific, Methodical, and Consistent** also known as **Decision Principles**

- A SMaC recipe is a set of durable operating practices that create a replicable and consistent success formula; giving clear guidance regarding what to do and what not to do.
- Developing a SMaC recipe, adhering to it, and amending it (rarely) when conditions merit correlate with success. This requires three behaviors: *empirical creativity* (for developing and evolving it); fanatic *discipline* (for sticking to it); and *productive paranoia* (for sensing necessary changes).
- Amendments to a SMaC recipe can be made to one element or ingredient while leaving the rest of the recipe intact. Like making amendments to the Constitution, this approach allows you to facilitate dramatic change and maintain extraordinary consistency.
- Far more difficult than implementing change is figuring out what works, understanding why it works, grasping when to change, and knowing when not to.





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TRIBE SCORE

93



Lite 234,901 +402
 Med 87,901 -23
 Core 5,431 +12



VICTORIES

132



TOOLS & SERVICES



MEMBERSHIP



TWITTER

2:15pm, Apr 00 from web
 NorCalSurfNomad
 RT @SurfriderSD: Hope to see you at the Beach to Brewery Beer & Music Fest! May 8 at 2 p.m. - All Proceeds Benefit Surfrider <http://tinyurl.com/y9rnp3v><http://tinyurl.com/y9rnp3v>
 aarp

2:15pm, Apr 09 from web
 Surfrider Foundation getting some love for their transparency too. As a Florida beach girl, I'm a huge fan: <http://www.surfrider.org/><http://www.surfrider.org/> #10ntc

2:15pm, Apr 00 from web
 annemccoll
 Oh and can't forget #ff @surfrider

2:15pm, Apr 09 from web
 Jennotions @JoannaFreed round 2? @SurfriderSD Beach to Brewery Beer & Music Fest! May 8 - All Proceeds Benefit Surfrider <http://tinyurl.com/y9rnp3v><http://tinyurl.com/y9rnp3v>
 SurfriderSD

2:15pm, Apr 09 from web
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2:15pm, Apr 00 from web
 _KillahLipstick
 RT That is my 2nd fav, after strawberry surfrider :) & now Im craving it! @KikiHud I heart jamba juice. peach perfection. yum.

What does it mean?

- Bad news: competition for people's time, energy and money is getting tougher every day
- Good news: people still maintain an incredibly powerful drive to associate with excellence, community and best practice in contexts that provide belonging, mastery, and purpose
- If SAF can create desire and discipline to own this space we will demonstrate value to those we serve

