

High Value	<p style="text-align: center;"><u>Selectively Invest</u></p> <ul style="list-style-type: none"> ● SFL Culture Project Laura <ul style="list-style-type: none"> ○ SFL Values ○ Internal Communications <ul style="list-style-type: none"> ■ Meetings Philosophy ■ Community building with staff ■ All staff meetings ○ RREs ○ What does big tent mean for SFL? ● SFL Impact - Are we changing lives? (Causal link between student and alumni accomplishments.) <ul style="list-style-type: none"> ○ Success Stories Comms <ul style="list-style-type: none"> ■ Definition ■ Process ■ External communication - how do we get the word out about these stories? (videos, etc) ■ Alumni tracking (LinkedIn) ■ Picture guidelines & collection process ○ Evaluating Effectiveness of Programs Kevin? <ul style="list-style-type: none"> ■ Exit Survey ■ Pre/Post Survey (measure knowledge gained, has SFL changed their life?) ■ How else to measure effectiveness? ● Scaling for Growth <ul style="list-style-type: none"> ○ SFL Academy Bernardo <ul style="list-style-type: none"> ■ Dashboard ■ Gamification ■ Portal ■ Communication (automatic email reminders) ○ Curriculum Review Kevin <ul style="list-style-type: none"> ■ Determine general ownership of training curriculums (in person and online). What should be standardized vs. regionally specific? ■ Online vs in person training (what needs to happen in what format and order?) ■ Review all curriculums (Leadership Fora, retreats, Advanced training tracks, etc) ■ Review leadership transition training and system ■ Volunteer Handbooks <ul style="list-style-type: none"> ● Review and update all volunteer handbooks (events, fundraising, marketing, etc.). What should be standardized? What is missing? ● Address volunteer behavior (don't be a creep) ● Add Exec Board Sunset Clause (executive board-->transition adv. leadership team) ○ Volunteer management research & improvements. owner? ○ Global program application review (are we asking the right questions? how do we manage reviews? What needs to be standardized vs regionally specific?) owner? ● Liberty Opportunity Task Force owner? ● Global FB graph search strategy Comms ● Revamp Development Communications Comms & IT ● SFL Pathway/Atlas project Laura ● GDPR Jan ● Website audit Caitlin/Michal ● International Fundraising Training Wolf 	<p style="text-align: center;"><u>Drive Daily</u></p> <ul style="list-style-type: none"> ● Staff pitch training Caitlin ● 4DX (lead measures, scoreboard) Laura ● Determine PR plan for Liberty Con David ● 2x2 exercise for programs (rank value and cost for our programs) If we had to cut one thing, what would that be? Laura ● Performance review planning Laura ● External relations partnerships David ● International Facebook group Caitlin ● Talent ID training & tracking process globally Kyle?
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Low Value	<p><u>Delay</u></p> <ul style="list-style-type: none"> ● Evaluation of SFL blog (purpose, value, etc.) Caitlin ● Examine volunteer communication (email usage, responsiveness, etc) Jan? Kyle? ● Reach per leader coefficient (take into account how long someone has been a leader with how much output they produce) Jan 	<p><u>Work In</u></p> <ul style="list-style-type: none"> ● Learn Liberty (continue to follow up with IHS) Laura ● Retirement plan update & transition Laura ● Event Attendee Research Laura <ul style="list-style-type: none"> ○ Data about SFL leaders vs new people at events. ○ Data about unique attendees at our events. ○ % go on to do more with us. <ul style="list-style-type: none"> ■ Evaluation of SFL Academy pipeline.
	<p><u>Ignore</u></p> <ul style="list-style-type: none"> ● Alumni/Student portal (IT) ● Hiring process, interview guidelines (tie to values eventually) Laura 	
	High Cost/Effort	Low Cost/Effort

Stagen Project Planning Template

Initiative Framing – Five Steps

It is essential to answer these five questions about large and/or complex projects, especially ones that are prioritized as “Selectively Invest”

1. Purpose (why) – Explicitly stating the purpose or basic reason for the project
2. Objectives (what) – Clearly defining and articulating the objectives (what one hopes to achieve by completing it)
3. Brainstorming relevant details – Bearing in mind all pertinent details so that no important consideration is overlooked
4. Framing (how) – Framing and prioritizing the work to be done into major issues and activities along with a breakdown of each
5. Action Plan (who and when) – Creating an action plan that outlines responsibilities and timelines