

Appreciative Inquiry Input and Actions to address

This report shows the input from the Imago Appreciative Inquiry session at the Atlanta 2005 Conference. People answered three questions: What makes a Strong Organization? How do we build a strong community? How to we build a strong Brand? The answers to all three have been combined to create a consolidated set of suggestions for the Board. Some of these are already been addressed, others we are planning to address in the near future

1 Support members

Suggestions from community	Current work to address	Other work to plan or consider
Organization focused on therapists, recognizing their ownership	Make sure our plans match "22 member needs" document developed by Joint AIRT/IRI task force	Issue to community document which shows how current IRI plans match the 22 needs. (already written)
Create support for new therapists	Creating a service package to help guide them through certification and provide ongoing support	
Clear Guidelines that allow for developmental creativity	Discussions held in Fall 05 with community to get input to a discussion paper on fair use of Imago copyrights and trademarks	Create online Q&A guidelines around copyrights, to help people make best use of them in a way that is fair to all.
More connection between community members	Imago Think Tank every Wednesday. Developing new "ImagoShare" listerv to involve broader range of people in discussions around Imago work	Encourage regional groups to hold more meetings. Create more advanced trainings which can be brought by faculty to regional groups
Central resource center and database		Create web dashboard for members with resources
Support members in being autonomous and successful	Providing Practice Builder tailored to Imago culture	Programs which help them succeed - like Connects, V-Day, also media support packs are being develop
Create a "less-academic" journal to support the community	Imago World released 6 times a year	Find editors for new non-academic journal with a little more depth than Imago World
Lower fees for members and reduce IRI share	Cut office back to "skeleton crew" of 2 full-time, with some part-time support to reduce costs	Hope to grow business, so we can still operate and reduce some prices

Get information on why members drop out and bring them back	Brought back around 100 old members in 2006, and overall increased membership by 300 by partnering with international groups	continue to improve service and value - spring campaigns to contact old members
Standardize information for therapist on what is available and OK to use		Create web dashboard for members with resources
Provide stronger support for local organizations	Created matching grant program for 2006 giving \$10,000 available for each project	Global Summit meets each year to create a priority action plan - need to make sure that is effective
Highly value and nurture new Imago therapists	Creating a service package to help guide them through certification and provide ongoing support	
IRI to help regions become stronger, and provide support to small Imago groups	Building e-mail list IRI can use to promote regional events	Develop a number of programs like V-day which help regions serve members better

2 Strengthen Imago practice

Suggestions from community	Current work to address	Other work to plan or consider
Copyrights established worldwide	Thorough IP review to copyright and trademark all key materials, so they can be available for use by Imago community in a way that is fair and supportive	

3 Provide strong clinical programs

Suggestions from community	Current work to address	Other work to plan or consider
More advanced courses	Faculty meeting in April discussed annual advanced course calendar and create more courses	Plans in place to create extensive program of Imago teleclasses featuring the Imago faculty
Create research	Appointed Research chair and committee. Contact with leading researchers for advice	Create plans to involve Universities etc in research
More economic and flexible opportunities for training	Introducing FACT (Flexible Access Clinical Training) in Austin in April	Establishing broad program of flexible training programs around USA in 2006/07
More Master trainers	Jette Simon now training to be Senior Clinical Instructor	Board committed to paying costs of approx 1 new Senior Instructor I per year
Create and promote more advanced courses and continuing education opportunities	Faculty meeting in April to plan annual advanced course calendar and create more courses	
Strengthen affiliations with professional organizations	Attended major shows for AMFT, AAPC, APA etc	Inquire more about the potential here to benefit members

4 Communicate Imago more effectively to general public

Suggestions from community	Current work to address	Other work to plan or consider
Go to major conferences with a booth and get known	Attended 10 major professional conferences in 2005	Professional Conference program continuing in 2006, with booths at the Networker and Smart Marriages
Create an Imago day in certain areas	Global Valentine's Day promotion - taking back V-Day for genuine love	discuss with Imago regional groups how we can provide support for this
Create Imago buttons - eg: "Save your relationship - ask me how?"		Put a team together to share ideas
Write more Imago books		Create Q&A for members providing supportive information to encourage them to write and publish
Create standardized visuals for talks, with a feeling of connection	Imago Connects is the first step to produce a broader range of standardized materials	Ongoing program of production of new products - including DVDs etc
Create strategic alliances with other groups	Talking with Omega, Esalen and some parenting organizations	Much potential here!!
Create opportunities to get Imago on the radio	Miboso radio having relationship month in April 06	
Show couples work at conferences, and demonstrate connection in the speeches	Faculty will be leading 2006 conference sessions focused on clinical work with couples showing tapes	
Take Imago to Universities, schools and corporations		
Create high profile marketing - such as jingles and logo on a NASCAR	Sadly our budget is a little low at the moment for this	
Provide brochures	Brochures available on IRI website for members to order	idea to produce a customizable template

5 Create clear marketing messages

Suggestions from community	Current work to address	Other work to plan or consider
Consider changing logo	No work at this time	May be time for another branding study?
Use Getting the Love You Want more in promotion	Adopted "Getting the Love You Want" for website name, and main tag line for much publicity	
Create a succinct statement / laser statement about what Imago is	Working on brand identification around delivering results - "Imago Works - ask our clients"	Planning Fall launch of ImagoCare which will support the "Imago Works" brand strategy with real data from clients for whom Imago worked

6 Create community programs to bring in new people to Imago

Suggestions from community	Current work to address	Other work to plan or consider
More programs like Valentine's Day where everyone can get involved	Successful V-Day in 2006 - stretching our small staff!	work in progress now for a bigger and better Valentine's Day global event in 07

7 Create new educational programs

Suggestions from community	Current work to address	Other work to plan or consider
Create educational programs that provide an easy introduction to Imago	Imago Connects 3-hour introductory educational materials will be released spring 2006	Further development of Imago Connects and other materials
Ensure educational programs are standardized to set down clear standards	Imago Connects materials available in Spring 06 are standardized educational materials	
More educational courses with creative approaches	Currently completing innovative ImagoConnects DVD on "From Conflict to Connection"	More DVDs planned to create a full series, targeted at the retail market, providing a bridge for couples into workshops and therapy

8 Improve web and email contact with people interested in Imago

Suggestions from community	Current work to address	Other work to plan or consider
Use e-harmony as a model for our web development		Study e-harmony to see what we can learn
Make search engines highly visible on the website	Search engines for workshops and therapists highlighted on every page at top left	
Use web to provide education for people who visit	Website has HH video explaining Imago	Plans to continue to add educational content, including more DVD material and material from Imago Connects
Put something about diversity on the website	Website photos clearly show diversity. Consider what else we should add	
Create a newsletter for people interested in practicing Imago	Monthly Newsletter launched Feb 2006 on email. Have signed up an additional 600 people to our list in the first month of providing that facility	Work with Imago community to encourage them to have clients sign up for newsletter, so they stay connected and refer more people
Improve website to be clearer and easier to read about how we can help	New "Getting the Love" page set up, Video of HH explaining Imago, clearer links etc	

9 Create community connections

Suggestions from community	Current work to address	Other work to plan or consider
Use churches as a way to build	Couplehood program is being used to establish Imago therapists in churches	Helen and Harville highly active with making high level church contacts and bringing program to Jewish, Muslim and other religious groups
Conference attendees take great message back to their regions		idea to create a pack that regional people can take back with them
Create Therapist couples groups and regional retreats for therapists		Work with Regional groups to see how we can support this
At conference -use time for small group sharing and debriefing	Planning a networking lunch at 2006 conference	
have a buddy system at the conference	Set up for 2006 conference - already have many mentors signed up	
Invite local therapists to participate in clinical training - (1/2 to 1 day each)	Faculty have begun practice in Australia and NZ	At April faculty meeting will discuss doing this more in North America
Develop more opportunities for people to stay connected after training	Creating new training structure which will connect people with community during training, and position training as a lifelong journey of growth in relationship with other Imago therapists	Creating program of faculty led teleclasses

10 Operate relationally

Suggestions from community	Current work to address	Other work to plan or consider
Everyone to be equal in status in the community	Interested to understand what this might mean in practice	
Clear communication and information about procedures, funds etc	Procedures on web, finances reported to community at conference	Set up member dashboard with access to finances etc
Strong efficient professional staff team supporting members	New ED recruited Oct 2004 - built strong new team, focused on member service	
More structured access to the faculty and more visibility at conference	Faculty will be presenting more sessions at 2006 conference in response	Planning teleclasses
Use Relational processes in organizational management	Working to build intentionality, clarity, validation, listening into the way we work with the commun	Create a new "ImagoShare" listserv to meet the needs of the community around professional sharing in a relational way
Recruit more therapists of color, and involve existing members of color in recruitment	Creating Flexible Access training to remove some barriers to training entry	Move into working in more diverse professional areas, but creating a parrallel training path to private practice, but focused on community based social workers caring for disadvantaged families
Operate globally in an effective way	Partnership agreements in place to strengthen local groups. 5 groups have decided to join, 4 have signed already	discussions taking place on Global Committee around vision document for global organization with regional groups taking ownership for Imago IP and programs in their countries
Regular communication of exciting news and plans to community	Imago World and regular announcements	Setting up enhanced system for emailing news in attractive format
Leadership to use dialogue when there is conflict and hold differences	Peace Project established to help lead dialogue when differences emerge	
Send out information on imago to all therapists	Mailings focused on regions where we set up trainings	As we arrange more regional FACT trainings - will mail therapists in those regions
Develop an understanding of organizational dynamics		Interested to hear from people who can help us learn
Clear mission, vision, plan and identity well communicated	Conference and Imago World used to communicate	Interested in other suggestions how we can better communicate

Involve more people in Board committees	invitation to join committees given out at 2005 conference - no takers	
Make sure everyone in community feels heard	Appreciative Inquiry process at conferences	Continue AI at Albuquerque conference - with more time allocated
Warn people that the organization might hurt and betray them	Make sure we understand why people feel hurt and betrayed and make sure we don't do this in future	
Honor the struggles of the past, and have processes to create healing	New leadership often struggles to hold responsibility for the past	Need to learn how those who were not responsible for the past can still provide healing
How to remove shame when our own relationships are in trouble		The faculty can provide guidance on this
Transparency in all operations	Procedures on web, Imago world reporting work and finances,	Set up member dashboard with access to finances etc
Good quality control, business practices and procedures	New updated procedures available on web - www.imagorelationships.org/policies	
Each Board member to lead a committee	Currently most Board members lead a committee	
A strong board and Executive Director	Using Appreciative Inquiry to help understand what it means to be strong and effective as possible	
Energy focused on the positive in all interactions	Using Appreciative Inquiry extensively	
Board to have new members from around the world	Now have Austria, Israel and South Africa	need to consider how many would be the right number
Reflect diversity in materials and programs	Major emphasis on diversity in development of Imago Connects	
More diverse Board - culturally, age and gender orientation	Nominating committee working on this issue	
Target neglected parts of the country for training	Created Flexible Access training - so now easier to create trainings in places where there were none	Flexible access program for 06 includes Texas, Florida, Northern CA and NYC. Will plan more for 07 to create geographic spread and match interest in trainings
Develop sensitivity to needs of diverse groups		Looking at some diversity sensitivity learning opportunities

More opportunity to give input and get info from Board

Creating more Think Tanks at which Board committee members present - eg: On education, conference, fundraising, global..

Brainstorm more ways to get Board connected - maybe ask them to host discussions on the new ImagoShare listserv

11 Evolve conference to meet community needs

Suggestions from community	Current work to address	Other work to plan or consider
Create workshops at the conference for partners of Imago therapists		Pass idea on to conference committee
Strong feedback loop about the conference	2005 Conference evaluation forms were extensively analysed and used as a basis for designing 2006	Analysis was published in Feb Imago World

12 Create opportunity for creativity preserving integrity of Imago practice

Suggestions from community	Current work to address	Other work to plan or consider
Make sure therapist members aren't more restricted in what they can do than lay people		Publish Q&A clarifying freedoms for members
Create a balance of integrity with creativity		Publish Q&A clarifying freedoms for members
Re-evaluate our approach to the couples workshop	New price structure provides support for high-volume WPs and also WPs taking Imago to new countries. Also creates revenue stream direct to Regional Groups, rather than IRI, from workshops locally	Over time diversify IRI program revenue so we can reduce workshop program fees still further