

Summary of Imago Relationships International Strategy plan and milestones

Incorporating feedback from member's Appreciative Inquiry Sessions

Introductory notes:

This document is a summary of the detailed strategic plan which lies at the heart of IRI operations. The full plan includes detailed milestones in each area, complete with target dates.

The plan is prepared by the Executive Director, with input from the IRI Board and subcommittees which involve many members of the IRI community from around the world. In addition, an Appreciative Inquiry session was held at the 2005 Conference in Atlanta, to collect further input from Imago members.

1 Strengthen Public Interest

1.1 Create an effective public awareness plan

Build attendance at workshops and referrals to Therapy by increasing public awareness

- Piggy back on big news stories about relationships
- Create news about Imago products, programs and social action
- Support local therapists with local media, for example around The Oprah show
- Create a global valentine's Day event to create new interest
- Establish a partnership with prominent Imago supporters – eg: Alanis Morissette
- Create partnerships with prominent web portals – eg: Relationship911

1.2 Effective management and follow up of contacts

Create systems to capture the names of people who contact us and visit the website, and create relationships leading to enrollment in Imago programs.

- Create a monthly e-mail Newsletter for general public
- Collect names on website from the 14,000 who visit each month
- Encourage members to contribute names to mailing list, so that they can then refer friends and learn about new program

1.5 Establish educational programs

Create programs which make Imago more accessible for people considering our programs, but not yet convinced of the value of a weekend workshop or therapy

- Connects – 3 hour introductory program in early summer 2006
- Connects "From Conflict to Connection" – DVD based "home study" and "small group" program in Summer 2006

1.6 Valentines Day event

Create increased public awareness through a global valentines day initiative

- Build on last year's success and create a larger impact in 2007

2 Strengthen Professional Practice

2.2 Promotional plan to recruit professionals

Attend professional conferences, advertise and direct mail to encourage therapists to attend

- Networker, Smart Marriages and several Summit for Clinical Excellence events attended in 2006.
- Mail professional newsletter 3 or 4 times each year to all professionals on list who have shown interest in training (around 2,000)
- Enhance website to serve professionals better

2.3 Improve effectiveness of training and practice

Re-configure the basic training, to create a flexible program of modules, which lead through certification into required continuing education

- Establish Flexible Access Training Program – providing introductory weekends to training held in convenient locations around USA
- Created system to enable online registration for trainings
- First FACT training in Austin – several more arranged through the year
- Create a Part II Trainee membership status to support trainees who have completed formal training and are preparing tapes
- Create a formal “Part II” training option which focuses on supervised clinical practice
- Introduce ongoing continuing education requirements for new trainees, to strengthen the educational relationship between IRI and active Imago therapists

2.4 Strengthen faculty

Create new working procedures and policies which strengthen the effectiveness of the Imago faculty and the quality of their training

- Quality initiative to create buy-in to key quality issues and their priority
- Establish a standard process for reviewing certification tapes
- Find a path to enable someone other than the trainer to view clinical tapes submitted for certification
- Create clearer contracts so training recruits understand what to expect from day one, and there are no surprises later

2.5 Develop New Professional programs

Establish a process and program for introducing new professional programs which enhance Imago's impact on the world

- Review of the development process and PTSC involvement
- Issue standard Powerpoint slides for Workshop presenters
- Pass “Keeping” manual and toolkit through PTSC for approval
- Creating Task Forces to produce new programs including “Advanced workshops, parenting and pre-marital.”

2.6 Create research programs into Imago effectiveness

Implement a suite of projects which will collect evaluation data on the effectiveness of Imago for the public and professional market

- Theresa Beeton appointed as head of Research Committee
- Helen Hunt provided starting point from discussions with leading researchers
- ImagoCARE proposal to collect client evaluation information
- Forming partnerships with university research groups

3 Strengthen Imago Community

3.1 Partnerships with global and regional groups

Put Partnership agreements in place with global and US regional groups to create the basis for effective working relationships

- Provide support around workshop manual, and translations
- Create Faculty teleclass trainings, and tours with Advanced Trainings which can help support services offered by local and regional groups
- Sign up new groups in Israel, Sweden etc

3.2 Meaningful communications and support

Keep the Imago Community up to date with regular information and newsletters

- Imago World six times per year providing information to members by email
- Launch new “ImagoShare” listserv for all members focused on clinical and practice issues – Spring 06
- Community appreciative inquiry session at Atlanta – follow up in Albuquerque

3.3 Build strong annual conference in USA and globally

Strengthen the Imago Community, and Imago practice through the annual conference

- 270 attendees at Atlanta
- 100 previous attendees signed up in Spring for Albuquerque – hoping for well over 300 in total
- Austria selected for 2007
- Strong focus on designing conference around feedback

3.4 Supportive structure around copyrights /trademarks

Strengthen Imago Practice through establishing clear guidelines around the use of copyrights and Trademarks

- Launch Q&A site to create clarity over copyrights
- Create new WP contracts
- Hand-over of IP in the fall, from Harville Hendrix to IRI as part of 25th celebrations
- Prior to handover, maintain IP to ensure all key trademarks and copyrights are in place internationally to support regional Imago groups

3.5 Run an effective membership recruitment campaign

- Increased membership from 777 to 956 this year
- In spring – campaign to bring back old members

4 Create strong outreach programs

4.1 Create strong outreach programs

Create a strong suite of fundable programs as a foundation for a strong fundraising effort

- Clear Peace Project programs which can form the basis of successful grant proposals
- Develop Social Action agenda – which provides model for training social workers who work with inner city populations. Need to identify community partners who can help define the program

4.3 Effective implementation of Global Matching Funds

Encourage regional groups to raise funds, and create stronger organizational partnerships through \$100,000 matching funds program

- First grants awarded – Israeli/Palestinian project and Austrian Manual translation
- Grants committee convened, and meeting monthly to consider applications

5 Strengthen organization

5.1 Finance

Establish stable financial management with clear monthly reports, linked to annual budget and long-term sustainable financial plan

- Balanced expenses with revenue in 04/05
- Planning deliberate \$25,000 overspend in 05/06 to fund capacity building programs such as creating enhanced website, new educational products etc:
- FY 06/07 budget prepared and close to finalized for FY starting 1 June 06. Planning for break-even.
- Complete 04/05 audit and make final results and financials available to members
- Maintain strong cash reserves, to protect organization stability in case of severe economic downturn