

TOP CARES

Virtual meeting 6 – November 19, 2013

Participating: Ester Mae Cox, Nancy Fastenau, Molly Shaw, Nileen Verbeten, Suzanne Esber (first part of meeting)

RELATIONSHIPS: Every member feels connected, embraced, engaged, and valued.

COMMUNICATION: Every member is in the know. Communication flow in The Network is easy, inviting, and rich.

TECHNOLOGY: We embrace the use of cutting edge of technology tools that help our members engage, learn, and communicate with each other.

TWO GOALS FOR TODAY:

1. Make decisions on attribute project to move it forward.
2. Embrace new project to explore tiered membership opportunities to inform Board recommendations on its business case.



ATTRIBUTE PROJECT:

- Database expanded to capture age bands/ heritage/ skills/ interests
- Connect new members to existing members around shared interests/geography

Since ToP Cares last meeting, Nancy Fastenau, Ester Mae Cox and Nileen Verbeten requested input from a list of 11 thought leaders who represented a mix of backgrounds, ethnicities and experiences. A few did not respond, several cheered the project along and 5 offered comments. Four commenters recommended additions to the attribute list. One suggested a substantial revision in viewing sectors, using a 12 sector model



from “Whole System Design”.

The team considered two questions for this meeting:

1. How to deal with the suggested redesign to embrace the 12 sector model?

Decision: stay with the more familiar and concrete approaches to sectors/settings for the next step – to make the data capture process as simple as possible, to allow more time to investigate the proposed Whole System Design model and to keep the process moving. We can explore possible mapping from the data already proposed to the 12 sector model as a way to distill data collected in the future.

2. Who will review the other suggestions to prepare for member feedback preliminary to putting into production and recommend roll out options?

Nancy Fastenau and Ester Mae will collaborate on this, targeting a report back next week.

TIERED MEMBERSHIP EXPLORATION

ToP Network Board has been working on a business case for a more financially stable and sustainable network. As one part of this effort, ToP Care’s assistance is requested in exploring a tiered membership strategy. Following a brief contexting discussion, members began with a focus on trainers and brainstormed **“What Helps a Trainer Thrive?”** Themes from this brainstorm were¹:

Professional development:

- Mentoring, being mentored
- Keeping current on new courses and revisions

¹ See appendix for raw data for all brainstormed questions

- Knowledge of and access to mentor trainers

Affinity/Belonging

- Keeping in the loop – changes and happenings with Network, with ICA, ICAI and other countries' ICAs
- Communication – connection with peers - networking
- Sharing resources, knowledge, Q&A exchange around problems and answers
- Resource pool – other trainers who could assist with trainings; who offers courses I don't;

Marketing, Connections/Business Relationships:

- Access to and coaching on marketing expertise, message development and outreach
- Access to National Database
- Help with connecting to sectors, groups, potential trainees
- Finding existing facilitators who want more/different training.

Business skills and strategy

- Assistance with/ conversations about marketing; business planning
- Help identifying/filling areas that lack ToP facilitators (e.g. Hawaii)

We then brainstormed the question **“What Value Could We Offer to Trainers?”** Themes from this brainstorm were:

Resources we might offer:

Content:

- Procedures for WOW, Wave, Environmental Scanning
- Special trainers' resource pages
- Other facilitation methods - who's used Appreciative Inquiry? How do you do a World Cafe? Who's done that, etc.
- Updated resources - only post trainer manual updates inside the where members pay for services
- Common logos used
- Listing of possible ways to enhance my facilitation training -
- Sell out of member pages new graphics for classes
- List of the current web resources and books that deal with facilitation
- Complete and up-to-date list of trainers and status of trainers

Affinity/Networking/Mentoring:

- Mentoring help - Business Plan help
- Part of a recognized national organization that is a leader in facilitation.
- A forum that allow for personal growth of trainers without the competition that local trainers may face.
- A smooth machine of ToP Facilitators working together for the benefit of all *[big picture focus]*

Business support:

- Information that will allow business to grow; i.e. new courses and getting trained.
- Expanding markets for developing facilitators
- Connection to the Training data base - information on how to get customers from that website (the training database)

Categories of trainers whose needs may differ:

Active Independent trainers (Qualified and Mentor trainer needs may differ from Apprentice trainers)

- These are the bulk of ToP Network trainer members
- Some may be winding down practices and less interested in resources/connections
- Some may have interest in specific areas

Active Internal trainers

- Needs are different from independent trainers
- High percentage of non-member trainers are internal trainers
- This group needs different consideration

Inactive trainers

- May have limited interest
- Many are not CTF's and may be retired

Apprentice trainers

- Many not pursuing active trainer status

Other considerations:

- ToP trainers who are not members of the network have access to the public pages of the website. They can come to the annual gathering. They can see a list of trainers/facilitators through ICA.
- ToP Network might only allow members to participate in manual updates
- We need to be sure we are offering enough to non-members to encourage them to join. We want to be inclusive and not so structured that we turn them off.

Potential Customer Strata:

- Those on CTF journey
- Trainers - independent active
- Trainers - internal active
- Trainers - inactive
- Emeritus trainers / facilitators
- Independent facilitators
- Internal facilitators
- CTF
- TFM grads
- Students - kids as facilitative leaders
- Organizations as members -- join as org/pay higher fee
- Commercial supporters/ sponsors

We briefly discussed the draft matrix. After floating the idea that individuals fill out customer specific matrices and share them with the group, we agreed that we would meet weekly for one hour (all meetings to be 8:00 AM – 9:00 AM Pacific time) to continue progress and agreed upon the dates below. We will proceed with whomever attends. In addition, we will create AdobeConnect layouts and open the room at announced time so that members can come to the room to add content.

- Tuesday, November 26
- Tuesday, December 10
- Tuesday, December 24
- Tuesday, December 3
- Tuesday, December 17
- Thursday, January 2

NEXT STEPS:

Nancy & Ester Mae	Finalize the attribute proposal and recommend roll out steps
Nileen	Organize tiered member notes, schedule review sessions, prepare AdobeConnect meeting room layout for drop in updates

APPENDIX

Chat Pod Notes for 11-19-13 ToP Cares meeting:

Layout 1 – What is one reason you are a ToP Network member?

Ester Mae Cox: I'm a social person and I like to steal other people's stuff

Suzanne Esber: The fabulous colleagues that I get to work with, learn from, have fun with, and collaborate

Nileen Verbeten: For the camaraderie and learning from people who love these methods

Ester Mae Cox: Nancy Fastenau: So I can have fun meetings with folks like you!

Nancy Fastenau: So I can have fun meetings with folks like you!

Ester Mae Cox: Originally, I really wanted to watch and learn from "the masters".

Molly Shaw: It keeps me focused on the large picture of facilitation.

Nileen Verbeten: Group problem solver

General chat:

Nileen Verbeten: Good morning Ester Mae and Molly

Nancy Fastenau: So I can have fun meetings with folks like you!

Ester Mae Cox: Indian in the Special Populations should be changed to Native American

Suzanne Esber: I must sign off now and head to jury duty. Thank you all for helping develop a tiered membership proposal. I'll circle back with you Nileen

Ester Mae Cox: Ester Mae will work on this.

Nancy Fastenau: Nancy will do a first cut and pass to Ester Mae.

Nancy Fastenau: Ester Mae, you are bad!

Layout 2 Attribute project – next steps

Nileen Verbeten: Stay the course

Nileen Verbeten: Nancy willing to work on the attribute list with a partner

Nileen Verbeten: Ester Mae willing to help after this week

Nileen Verbeten: Nancy and EMC will collaborate on this

Nileen Verbeten: Add to thinking - the roll out options

Layout 3

Chat – What helps a trainer thrive?

Ester Mae Cox: Communication - networking- sharing resources

Nancy Fastenau: Assistance with marketing; keeping current on new courses and revisions that are being done.

Ester Mae Cox: Professional development

Ester Mae Cox: Q&A ability - I've got a problem.... Who has answers?

Molly Shaw: Faceto face connections with other trainers

Nancy Fastenau: Having a pool of other trainers we can call on to assist in trainings.

Ester Mae Cox: Connecting / networking spaces for people wanting classes I'm not offering

Nancy Fastenau: What about mentor trainers and having a cohort or knowledge of who other mentor trainers are. Discussing issues.

Ester Mae Cox: Marketing - access to National Database

Molly Shaw: A structured opportunity to dialogue about resources that make their business thrive and grow

Nancy Fastenau: Knowing where the need for training is - are there untapped pockets that we have no ToP facilitators - i.e. Hawaii (or at least not ToP Members)

Ester Mae Cox: New trainers will want help with creating business plan

Molly Shaw: help with connecting to sectors, groups, potential trainees

Ester Mae Cox: How do I mentor? How do I want to be mentored?

Molly Shaw: help with marketing

Nancy Fastenau: Finding existing facilitators who want more/different training.

Ester Mae Cox: Where to send people wanting courses I'm not offering

Ester Mae Cox: Communication about changes - happenings in Network - happenings with ICA - happenings with ICA-I and other countries' ICA's (ToP training in the world)

Chat What value could we offer to trainers?

Ester Mae Cox: Marketing Expertise - courses - advisers - people who can make marketing happen - create snazzy messages and tell me how to get them out

Nancy Fastenau: New customers

Molly Shaw: Less independence and more networking to everyone's advantage

Nancy Fastenau: Expanding markets for developing facilitators

Ester Mae Cox: Mentoring help - Business Plan help

Ester Mae Cox: Connection to the Training data base - information on how to get customers from that website (the training database)

Molly Shaw: A smooth machine of ToP Facilitators working together for the benefit of all

Ester Mae Cox: Special trainers's resource pages

Nancy Fastenau: Information that will allow business to grow; i.e. new courses and getting trained.

Ester Mae Cox: Listing of possible ways to enhance my facilitation training -

Molly Shaw: Common logos used

Nancy Fastenau: Part of a recognized national organization that is a leader in facilitation.

Ester Mae Cox: Other facilitation methods in Resource pages - who's used Appreciative Inquiry? How do you do a World Cafe? Who's done that, etc.

Ester Mae Cox: Procedures for WOW, Wave, Environmental Scanning

Nancy Fastenau: A forum that allow for personal growth of trainers without the competition that local trainers may face.

Ester Mae Cox: List of the current web resources and books that deal with facilitation - probably members want this also.

Ester Mae Cox: Updated resources - only post trainer manual updates inside the where members pay for services

Ester Mae Cox: Sell out of member pages new graphics for classes

Ester Mae Cox: Only allow members to participate in manual updates

Ester Mae Cox: Complete and up-to-date list of trainers and status of trainers

Molly Shaw: I can think of one independent trainer not a member of the Network and I am guessing he is comfortable with what he already has developed that is working for him and doesn't want additional ideas

Nancy Fastenau: ToP trainers that are not members of the network have access to the public pages of the website. They can come to the annual gathering. They can see a list of trainers/facilitators through ICA.

Ester Mae Cox: I think we could create a special section/category/tier/ helps for INTERNAL trainers - I think a lot of trainers who are not members are INTERNAL facilitators - not consultants.

Nancy Fastenau: I also think there are trainers, like me, who are doing minimal work and not really looking to expand except in specific things.

Nancy Fastenau: Inactive trainers. What do they have access to?

Nancy Fastenau: Many are not actively pursuing active trainer status.

Nancy Fastenau: We need to be sure we are offering enough to non-members to encourage them to join. We want to be inclusive and not so structured that we turn them off.

Molly Shaw: I have an apprentice trainer who is not paying for a ToP Network membership, is paying \$200 a year for an active trainer license.

Ester Mae Cox: Retired

Molly Shaw: I believe there are a large number of qualified trainers who got in before certification was required who are inactive and now retired.

Customers:

CTF group -- what is the benefit of CTF?

Trainers - independent active

Trainers - internal active

Trainers - inactive

Emeritus trainers / facilitators

Independent facilitators

Internal facilitators

CTF

TFM grads

Students - kids as facilitative leaders

Organizations as members -- join as org/pay higher fee

Commercial supporters/ sponsors