

Imago Relationships International

Fiscal 2009 goals



Measureable goals

those marked with * have more detailed action sheets

	How it serves mission	07/08 achievement	08/09 budget (safe)	08/09 stretch goal
1.1 Couples attending workshops*	Brings Imago to more couples, and will also bring them to therapy	\$280,000	\$280,000	\$320,000
1.2 ImagoConnects	Introductory programs for couples to Imago	\$23,000	\$25,000	\$40,000
2.1 Therapist training*	Makes Imago more available	\$75,000	\$85,000	\$120,000
3.0 Membership*	Supports therapists in their work	\$150,000	\$170,000	\$180,000
3.3 Conference	Supports therapists in their work	Break-even	\$50,000 contribution	\$100,000 contribution
4.1 Family-service partnerships	Brings Imago to low-income couples	Raised \$80,000	Run 3 pilots with agencies	Run 5 pilots with agencies
4.3 Research	Proven process attracts professionals and couples	Ran Workshop survey	Publish results of workshops	
4.4 Fund development*	Funds fulfillment of mission		Discussions with 3 potential major donors	Secure one major gift
6. New product development	Brings Imago to more people		\$??	
6.7 DialogFirst	Brings Imago Dialogue to a wider range of people		\$10,000 coach trainings	\$25,000 coach trainings



1.1 Couples attending workshops

Behavior change	Action	Priority	Staff Responsible
Have a higher percentage of people visiting the webpage sign up for workshops	Develop and test marketing messages on website	Top	Kevin
Web visitors sign up for the newsletter	Develop and test marketing messages on website	Top	Kevin
Newsletter readers sign up for programs	Produce monthly e-newsletters	Top	Kevin
Therapists successfully encourage clients to sign up for workshops	Create new marketing materials for therapists to use	Top	Kevin
Workshop attendees refer their friends	Establish and run workshop presenter phone calls	High	Kevin
	Develop Continue2connect	High	Tim
Workshop presenters are more successful marketing	Run workshop presenter phone calls on marketing and create materials for them to use	High	Kevin



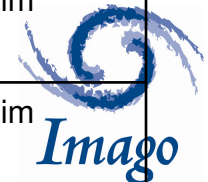
1.2 Connects Introductory programs

Behavior change	Action	Priority	Staff Responsible
Visitors to the website buy "Through Conflict to Connection"	Improve information online	Medium	kevin
Therapists present ImagoConnects seminars in communities	Stronger promotion and support materials for Imago therapists	Low	Kevin



2.1 Therapist training

Behavior change	Action	Priority	Staff Responsible
Attract non-Imago therapists to sign up for Imago FACT training	Organize or make happen large FACT A trainings to recruit therapists and investigate organizing smaller FACT trainings	Top	Training Coordinator
	Complete the new clinical training manual and procedures for scoring and evaluating clinical tapes	Medium	Training coordinator
Encourage FACT trainees to sign-up for certification program	Create great materials and email communications to FACT A attendees	Top	Training coordinator
Counselors able to choose a training option with Imago	Clarify the entry requirements for the educator track – so that it does not harm clinical	High	Training coordinator
Encourage Imago Therapists to take 15 CEU in advanced courses each year	Investigate organizing advanced training institutes run by IRI	Medium	Training coordinator
	Work with regional groups to encourage them to provide good Imago training	Medium	Training coordinator
Therapists sign up for certification programs in new locations	Upgrade and implement revised faculty recruitment policy	Medium	Tim
Faculty are able to certify a high proportion of trainees	Complete and implement new process for tape reviews	Medium	Tim



3.0 Membership revenues

Behavior change	Action	Priority	Staff Responsible
Therapists maintain accurate information on IRI website	Provide easy-to-follow online support for therapists to find information they need and maintain accurate listings	Medium	Kevin
Certified Therapists around the world want to be members of IRI	Clarify partner relationships – and ensure local groups are supporting their members	Medium	Kevin
	Establish performance goals with regions for key members services - # of CEUs obtainable locally	medium	Tim
Members report feeling strong support for IRI and mission	Run community dialogues and town-hall on key issues	Medium	Kevin



3.3 Annual Conference

Behavior change	Action	Priority	Staff Responsible
Attract 500+ attendees to 2008 conference	Successful management of 2008	Top	Kevin
Attract 500+ attendees to 2009 conference	Identify hotel and keynote for 2009	Top	Tim
Attract 300+ attendees to 2010 conference outside USA	Identify country for 2010	High	Kevin



4.1 Family-service partnerships

Behavior change	Action	Priority	Staff Responsible
Low-income families receive Imago support from family service agencies	Run five pilots	High	Tim



4.3 Research

Behavior change	Action	Priority	Staff Responsible
Couples and professionals choose Imago because it is proven to be effective	Complete research into workshop effectiveness	High	Tim



4.4 Fund development

Behavior change	Action	Priority	Responsible
Very rich people decide to make major donations to IRI	Find attendees for high-net worth donors for workshops	High	Helen Hunt? IRI?
	Produce high-end collateral materials	High	Tim
	Cultivating donors who express interest in support	Top	Tim



6 New product development

Behavior change	Action	Priority	Responsible
Pre-marital couples choose an Imago workshop	Launch pre-marital program	Medium	Kevin
Parents choose an Imago workshop	Launch parenting program	Medium	Kevin
Recovering addicts choose Imago to rebuild their relationship	Develop an addictions program	Low	Kevin
Workshop attendees choose advanced workshops	Create advanced workshops	Low	Kevin
Couples seek sexual help through an Imago workshop	Create a workshop dealing with sex	Low	Kevin



6.7 DialogFirst

Behavior change	Action	Priority	Responsible
People choose coaches who can help them operate more dialogically	Create and launch dialogfirst coaching program	High	Tim

