

| Status | <b>The Focusing Institute<br/>2015 - 2018 Strategic Plan</b>   |  |
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|        | <b>TFI Goal</b>  |  |
|        | <b>TFI Strategy</b>  |  |
|        | <b>1.0 Build an Organization that has the capacity to keep Focusing alive and available to everyone.</b>   |  |
|        | 1.1 Become the hub which connects and supports the world-wide regional organization and builds a sense of shared values and identity.                        |  |
|        | 1.2 • Define the meanings and benefits of different kinds and levels of memberships for individuals and organizations.                                       |  |
|        | 1.3 Implement a new website content management system  |  |
|        | 1.4 Generate predictable levels of financial support through professional fundraising  |  |
|        | <b>2.0 Preserve the Integrity of Focusing and foster its Development</b>   |  |
|        | 2.1 Achieve consensus on core distinguishing concepts and characteristics of Focusing  |  |
|        | 2.2 Build a certification system for the Institute   |  |
|        | 2.3 Maintain public accessibility and increase dissemination and translation of Gene's work  |  |
|        | 2.4 Build a current corpus of research validating the effectiveness of Focusing in multiple contexts   |  |
|        | <b>3.0 Catalyze the Development and expand the world-wide availability of programs and applications that are vital, responsive and contextually relevant</b> |  |
|        | 3.1 Increase access to all available programs, materials and resources   |  |
|        | 3.2 Create a platform for program sharing via the website  |  |
|        | 3.3 Create a system for program development  |  |
|        | 3.4 Define/explicate the criteria by which programming decisions are made ( missional vs. income)  |  |
|        | <b>4.0 Raise the visibility of TFI and effectively communicate the benefits of bodily felt-sensing as a way for people to carry life forward.</b>            |  |
|        | 4.1 Develop/create a marketing outreach plan   |  |
|        | 4.2 Allocate a budget for marketing outreach   |  |
|        | 4.3 Utilize volunteers for marketing outreach  |  |
|        | 4.4 Hire marketing outreach expertise .  |  |