



**MEMORANDUM**

**To:** Mayor and Board of Commissioners  
**From:** Renea Vincent, Planning Director  
**Through:** Mark LeCouris, City Manager  
**Date:** BOC Regular Session April 13, 2021  
**Subject:** **Strategic Plan Proposals**

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**BACKGROUND:**

On Feb 23, 2021, staff presented options to draft a new strategic plan for the City. A full proposal, without pricing, was provided by USF Institute of Government. A second, limited, proposal was provided by Collaborative Labs. Staff also provided a potential work plan to draft a strategic plan "in house", with selected assistance to be provided by a consulting entity (USF or Collaborative Labs). Based upon discussion by the Board, a consensus to utilize USF Institute of Government emerged, however the Board did wish to receive pricing associated with that proposal.

Subsequent to the Board discussion, staff received a request to submit a more formal proposal from Collaborative Labs. In an effort to provide a fair process to all, an updated proposal from Collaborative Labs, with pricing is attached. Also attached is an updated proposal from USF Institute of Government, with pricing.

Representatives from both interested proposers will be available for questions during the April 13, 2021 meeting.

**FUNDING:** Anticipated funding needed for this project is not to exceed \$60,000 to be allocated as follows:

- 55% General Fund      Non Departmental      001-8802-519.3100
- 45% Water-Sewer Fund      Non Departmental      402-8803-536.3100

**ATTACHMENTS:**

- (A) USF Institute of Gov't Proposal, with pricing
- (B) Collaborative Labs Proposal, with pricing



the John Scott Dailey  
**FLORIDA  
INSTITUTE OF  
GOVERNMENT**  
at the University of South Florida

**We specialize in realizing and  
implementing big ideas in  
the public sector.**

**Proposed Scope of Work:  
City of Tarpon Springs  
Strategic Planning Process**

**March 23, 2021**

**Prepared for:**

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**Prepared on Behalf of:**

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ATTACHMENT "A"

# ANTICIPATED SCOPE OF WORK

## PHASE ONE:

### 1.1 Kick Off and Work Plan Refinement

The USF team will meet with City senior staff to formally initiate the process, review and refine the work plan and scope, identify key stakeholders for initial interviews, and identify key background information for the team to review. Aspects of the work plan that may be refined include the sequence of the activities described below, the relative emphasis on meetings/group discussions and communication mechanisms for input, and the overall timeline of the project.

### 1.2 Individual/Group Stakeholder Interviews

The USF team will meet with 18-20 key individual, business and organization stakeholders identified by City staff as having particular insight into issues facing the City or into the views and opinions of segments of the City community. Staff and elected officials will be asked to identify an initial set of interviewees, and others may be suggested by those interviewed or residents. Insights and information gained in these interviews will be used, without attribution (anonymously), to help develop starting points for discussions at the Community Forum and for potential social media outreach.

### 1.3 Communications Outreach

The USF team will work with City staff throughout the process to develop or prepare strategic planning process content for use within the City's current social-media and/or web presence.

### 1.4 Resident Feedback Survey

If desired by the City, the USF team will work with staff to develop a city-wide, web-based citizen survey. Initial questions for the survey will be developed in collaboration with staff. Additional questions may be identified by participants in the stakeholder interviews. This survey would be a mechanism for additional public input, rather than a statistically representative sampling of resident opinion. The USF team will analyze, group and summarize the feedback survey into a report which will be presented to Tarpon Springs's leadership team. A version of the survey results will also be posted to the City's website.

### 1.5 City Council: Kick-Off, Setting Expectations and Teambuilding

The USF team will facilitate a one-day workshop with City leadership to share the action steps for the strategic planning process, discuss Council member expectations and participation as well as review the relevant requirements of the Sunshine Law. The specific agenda will be determined in consultation with the City Manager and Departmental Managers.

### 1.6 Community Focus Group Forum I (3 hours)

This Community Forum will invite stakeholders including residents, businesses, and other groups affiliated with the Tarpon Springs community. The USF team will invite elected officials, but request elected officials to listen and observe, but not participate. This Forum will:

- ask participants to identify characteristics of Tarpon Springs that they value most and do not want to change, and issues affecting Tarpon Springs that the city will need to address
- begin to discuss participants' desires for the future of the City and City government, including a potential vision statement, and possible goals, objectives or recommendations related to the vision and issues
- Discuss priorities

The USF team will develop workshop materials for the Forum. The USF team will also prepare a Forum Summary outlining activities and conclusions at the Forum, as well as suggestions for City communication.

### **1.7 Employee Survey**

If desired by the City and to foster employee engagement, and assess employee readiness for change, the USF team will work with staff to develop a city-wide, web-based employee survey. Employee feedback would be anonymous, with a goal of 100% employee participation/input. Survey questions would focus on:

- identifying internal and external strengths, weaknesses, opportunities and threats (SWOT) that are influencing Tarpon Springs
- how the city's current plans, policies and processes will shape future outcomes
- suggestions for improving organizational effectiveness
- overall employee engagement and readiness for change
- employee desires for the future of Tarpon Springs government as an organization and as a workplace

Initial questions for the survey will be developed in collaboration with staff. This survey would include a mechanism for full employee participation, rather than a statistically representative sampling of employee opinion. The USF team will analyze, group and summarize the employee survey into two reports: one detailed report for leadership, and one abbreviated report which will be shared with all employees to foster engagement and buy-in.

### **1.8 Employee Focus Group Forum (3 hours)**

This Employee Forum will invite a representative sampling of employees across all departments, and all levels, of the organization.

- debrief the employee survey results
- prioritize the SWOT analysis results from the employee survey

The USF team will develop workshop materials for the Employee Forum. The USF team will prepare an Employee Forum Summary outlining activities and conclusions at the Forum.

### **1.9 Community Focus Group Forum II (3 hours)**

Community Forum II will allow participants to:

- Review draft vision, objectives and recommendations
- Review input received through resident survey and social media since Forum 1
- Discuss and refine the draft vision, goals, objectives, and recommendations
- Test the degree of support or consensus for the vision, goals, objectives, and recommendations
- Discuss priorities

The team will develop workshop materials for Forum II based on discussions at Forum I, including the draft vision, objectives, and recommendations. The USF Team will also prepare a Forum Summary outlining activities and conclusions at the Forum, as well as suggestions for social media communication.

### **1.10 Report to Council**

The USF team will prepare a presentation and report of the Resident Survey Results, Community Forum I, as well as the Employee Survey and Forum. This presentation will outline activities and conclusions, solicit comment on the overarching vision and goals resulting from the Community Forum, and solicit Council approval to proceed to Phase Two of the Strategic Planning Process.

## **PHASE TWO:**

### **2.1 Leadership Forum I (4 hours)**

Leadership Forum I will include Leadership across each department and City Council.

- debrief the citizen forum/survey results
- debrief the employee forum results
- debrief initial citizen and employee desires for the future of the City, including potential goals, objectives and recommendations related to the vision
- develop mission, vision, values, and strategic SMART goals for the City government as an organization

The USF team will develop workshop materials for Leadership Forum I. The team will prepare a Forum Summary Report outlining activities and conclusions at the Forum.

### **2.2 Leadership Forum II (3 hours)**

Leadership Forum II will include Leadership across each department and City Council.

- Review/finalize mission, vision, values, and strategic SMART goals
- Develop champions, objectives, implementation plans and timelines for each goal
- Determine a schedule for monitoring (accountability checkpoints) for each goal

The team will develop workshop materials for Leadership Forum II. The team will prepare a Leadership Forum II Summary Report outlining activities and conclusions at the Forum, as well as recommendations for long-term success of the strategic plan.

### **2.3 DRAFT Final Report: Planning Retreat with City Manager and Departments Heads**

The USF team will prepare a Draft Strategic Plan which will include:

- An organizational overview
- A definition and purpose of the Strategic Plan
- A written summary of the process used in the completion and assembly of the plan
- An establishment of the City's mission, vision and values statements
- A list of stakeholder priorities for City goals and objectives, including those of elected officials, employees, residents, businesses, and of any other significant groups
- A description of SMART goals and objectives for the City
- Recommendations for the long-term success of the strategic plan
- Raw data obtained from the assembly of the plan
- Other information as deemed necessary by the USF team

Following the planning retreat with the City Manager and Department Heads, a final draft report will be created and circulated to senior staff for review and comment.

### **2.4 Presentation of Final Report to Council**

The USF team will collaborate with Tarpon Springs staff to present the report to the Council. The USF team will answer questions and/or clarify the report and implementation strategies.

## ANTICIPATED TIMELINE

The timeline may be adjusted at the discretion of Tarpon Springs staff. The total project duration would be approximately six to nine months to complete the scope of services from execution of a signed contract. **Note:** This outline is tentative and will be refined based on initial consultation with the City Manager, Council and staff. It is intended to serve as a starting point for discussions to develop a final design.

### **Phase One:**

1.1	Kick Off and Work Plan Refinement	May 2021
1.2	Communications Outreach	May 2021 – On-going
1.3	Individual/Group Stakeholder Interviews	June - July 2021
1.4	Resident Feedback Survey	August 2021
1.5	City Council: Kick-Off, Setting Expectations, Teambuilding	September 2021
1.6	Community Focus Group Forum I (3 hours)	October 2021
1.7	Employee Survey	November 2021
1.8	Employee Focus Group Forum (3 hours)	November 2021
1.9	Community Focus Group Forum II (3 hours)	December 2021
1.10	Report to Council	Early January 2022

### **Phase Two:**

2.1	Leadership Forum I (4 hours) off-site	February 2022
2.2	Leadership Forum II (3 hours) off-site	March 2022
2.3	DRAFT Final Report	April 2022
2.4	Final Presentation of Report to Council meeting	April 2022

## ESTIMATED INVESTMENT

Based on the scope and expected deliverables, the estimated cost to cover the FIOG's costs to complete the proposed Strategic Planning Process is \$55,937.50 for all the above-mentioned tasks. The final cost is inclusive of travel, printing, publishing and ADA document remediation.

## ADDITIONAL INFORMATION

### THE USF PROJECT TEAM – PERSONNEL

*Our team includes experts in Statistics and Data Analysis, Survey Development, Human Resource and Project Management for local government.*

**John L. Daly, PhD**, is Associate Professor of Public Administration and past Founding Director of the School of Public Affairs at the University of South Florida. His research interests include human resource management and public policy issues facing local government. He also is a specialist of governance and public policy challenges facing southern African nations. John has received two Fulbright Scholar grants to the Kingdom of Swaziland. He first served as a consultant to the Kingdom of Swaziland's government (1998-99). His second Fulbright grant allowed him to join the University of Swaziland faculty (2005-06). Most recently, John was selected as the 2014 recipient of the International City/County Management Association's Academic Award in Memory of Stephen B. Sweeney. This honor was presented to him at the 100<sup>th</sup> ICMA Conference in Charlotte, NC, in September 2014. John is the author of two books, *Training in Developing Nations* (2005, M.E. Sharpe/Routledge) and *Human Resource Management in the Public Sector: Policies and Practices*, (2012, M. E. Sharpe/Routledge). Dr. Daly has extensive experience providing consulting services to Florida municipal governments, primarily in the areas of human resource management and organizational development.

**Stephen Neely, PhD**, is an assistant professor in Public Administration at the University of South Florida's School of Public Affairs. He has an earned PhD in Public Administration from North Carolina State University, as well as two Master degrees in Social and Public Policy Analysis as well as Business Administration. His specialties include research methods, survey administration, and data analysis, and he has previously conducted survey research in partnership with agencies/organizations such as the Florida City/County Management Association, the Florida Center for Cybersecurity, and the City of Zephyrhills, Florida.

**Angela Crist, MPA**, serves as the Director of the USF FIOG. Ms. Crist has a proven track record as a high energy, results driven leader recognized for innovative strategies and tactics. Her excellent problem solving and customer-oriented focus have created value and managed client expectations to obtain mutual benefit. With over 15 years of experience, Angela has built and led new department or groups with related staff training and mentoring to attain long-term business goals. She has consistently achieved positive results by motivating and leading organizations to identify, develop and capitalize on business opportunities by forging alliance across organizational boundaries. Her professional affiliations include Florida City and County Management Association, Florida League of Cities, Florida Association of Counties, USF Alumni Association, USF Area Community Civic Association, and Leadership Tampa Bay Alumni Association.

**Robyn Odegard, MA**, serves as the Learning and Development Facilitator with the Florida Institute of Government at USF. In this role, she serves as project manager, program manager, and research administrator. Robyn holds certifications as a Certified Associate in Project Management (CAPM) from the Project Management Institute and CRA USF-ADVANCED certification from USF Research and Innovation. She received her MA in Political Science from the University of South Florida.

### BRIEF DESCRIPTION OF ORGANIZATION

**The John Scott Dailey Florida Institute of Government (FIOG)** was created by the Florida Legislature in 1980 and subsequently designated as a Type I Institute by the Florida Board of Regents. The institute fulfills its statewide mission through a consortium of six (6) affiliate program offices located at the Florida State University, the

University of Florida, the **University of South Florida**, the University of Central Florida, Florida Atlantic University, and Florida Gulf Coast University.

The FIOG at USF works directly with all USF faculty, staff and practitioner's university-wide to bring their expertise to our clients. All of our USF faculty, staff and practitioners are highly qualified and provide top notch services in a variety of critical areas including developing and implementing training and research programs, services, and grant and contract administration activities involving federal, state, and local governments, non-profit organizations, and the private sector.

In January 2013, the School of Public Affairs (SPA) at the University of South Florida (USF) was created to merge the graduate programs in Urban and Regional Planning and Public Administration, as well as **the John Scott Dailey Florida Institute of Government**. The faculty consists of interdisciplinary group of scholars and former practitioners who share a common commitment to student learning, top-notch scholarship and applied community engagement.

The School's John Scott Dailey Florida Institute of Government (FIOG) provides training and technical assistance to local and state government officials, volunteers and the general public on a wide range of topics, such as team building, strategic planning, goal setting and effective communication. The FIOG partners University professionals from a variety of disciplines with organizational leaders charged with solving specific local issues to identify, evaluate and implement effective solutions. For the purposes of this project.

## OUR SERVICE CAPABILITIES

**The John Scott Dailey Florida Institute of Government (FIOG at USF)** works directly with all USF faculty, staff and practitioner's university-wide to bring their expertise to our clients. As part of a regional structure for enhanced relationships, the FIOG serves government and non-profit entities within a 9- county region including Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota.

With over 25 years of experience in the local community, the Florida Institute of Government at the University of South Florida has a vast history of helping government and non-profit entities through visioning and strategic planning processes, offering and coordinating trainings, technical assistance, and applied research projects for the local community. Since 1995, the institute has conducted approximately 24,793 workshops and conferences statewide in Florida—an average of 2,749 per year. Also, during this same time, approximately 580,685 participants, the large majority of whom represent officials and employees from local government in Florida, have attended programs resulting in over 2.6 million professional contact hours. The institute has also conducted an estimated 1,190 technical assistance and applied research projects, an average of 119 annually.



# Statement of Work prepared for City of Tarpon Springs

Written by Laurie Hill at Collaborative Labs 3rd March 2021



# Welcome to Collaborative Labs

*Expert facilitators in strategic collaboration.*



## **Statement of Work (SOW) the City of Tarpon Springs**

Thank you for the opportunity to submit a Statement of Work for your review. The purpose of this Statement of Work is to provide a solution for your planning needs.

Your ask is that you receive high quality, efficient process facilitation for your strategic planning.

We believe that the Collaborative Labs is the best fit for your needs in light of the methodology, products and services employed.

On the following pages, you will find your ask, potential timelines and process, your investment and some information about the Collaborative Labs to help you make the best decision possible.

Please know that we will make sure to deliver on the projected scope of work and feel that we are in the best position to deliver the resources you need to achieve success!

Let us know what questions you have regarding this SOW and we cannot wait to partner with you on this important initiative!



# About Us



## Who are the Collaborative Labs?



Collaborative Labs at St. Petersburg College, founded in 2004, specializes in the design, facilitation and documentation of highly interactive and dynamic planning sessions resulting in engaging processes that enables maximum participation to identify areas of consensus on a shared strategic vision and priorities.

Collaborative Labs is an innovative leader in the field of facilitated problem solving and strategic planning. We use unique technologies that magnify team interactions in a way that immerses participants in the process of creating solutions which in turn creates value for each participant and the organization. This true team building process effectively breaks down silos and streamlines communication while identifying challenges and outlining lasting solutions.

Who do we serve?

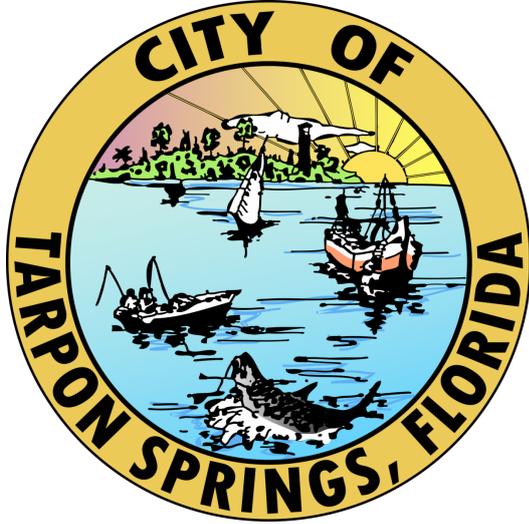


*Collaborative Labs offers customized facilitated solutions in our innovative labs, mobile or virtual.*

Examples include:

- Strategic planning
- Process Mapping
- Board Retreats
- Seminars, Round Tables and Educational
- Industry Convenings
- Business and Industry Conferences
- Listening Groups such as Focus Groups and Town Halls





WE WORK TO MEET THE PAIN POINTS OF OUR CLIENTS.

THAT MEANS YOU!

**EASY BUTTON**

"I don't want this to be another project I have to manage."

**ENGAGEMENT**

"I want to bring diverse stakeholders to the table for robust collaboration."

**EMPOWERMENT**

"I want the stakeholders to feel as though they were part of the process."

**ENHANCEMENT**

"I want better team collaboration and communication so they feel valued and heard."

**EFFECTIVE**

"I need tangible, implementable outcomes. This can't be just another meeting. We need results."

Your Request:

Contract with a provider who can come alongside your municipality in developing a 3-5 year strategic plan to include the following:

- Community Engagement through surveys, focus groups or town halls.
- Engagement with municipality departments leaders, commission and other stakeholders to:

- Evaluate existing goals, objectives and policies
- Develop new guiding principles
- Identify gaps in comparison to new guiding principles and draft new policies to address
- Identify long range performance measures for benchmarking
- Vision the future
- Create goals
- Discuss strategies
- Put together a road map of bold action steps and metrics

## How Collaborative Labs can Provide above services:

Collaborative Labs has successfully provided strategic planning services to municipalities throughout the Tampa Bay area and beyond with similar needs as stated above. We customize for each client. Following are services we can provide for your important initiative. We can do all of the following or partner with USF to have them do the community engagement portion and our organization follow with the collaborative piece with department leaders and full planning engagement or even taking on the full planning engagement portion after all pre-data is gathered. We love to partner with our fellow colleges/universities and our community partners!

- **COMMUNITY ENGAGEMENT:** We would work with your organization to do community focus groups and town halls where every community voice that wants to be, can be heard and contribute to the discussion. This gathered information is done in a very efficient way through our methodology and either done in person or virtually. We set up each focus group with prepared questions to begin the conversations in intimate breakout groups. Then come together to report out the most important findings and summarize into top ideas for your organization to apply to your strategic planning. All ideas are captured by our documenter into a Real Time Record to be used when moving into the strategic planning engagement. We have done this with multiple municipalities. Examples are the City of Treasure Island, City of Largo and Pinellas County Government.
- **DEPARTMENT LEADERS:** We would work with your organization to put together in person or virtual engagements with department leaders to identify and review existing goals, objectives and policies, see how they fit within the entire organization and identify new goals and objectives to work into the organizations overall strategic plan.
- **STRATEGIC PLAN:** We would work with your organization in person or virtual to put together engagements with department leaders, commissioners, staff and other important stakeholders to provide facilitated, collaborative engagement(s) where all planning goals listed above can be efficiently synthesized to create a robust strategic plan. Our deliverable of a Real Time Record complete with road map will set you on your path to achieve

measurable success.

- OPTIONAL: We could provide consulting services through your facilitator to help with implementation and recalibration of the plan within an agreed upon time period.

# Timelines & Process



**Below is a super light version of a suggested timeline for your strategic planning process.**

- **Sign Statement of Work**
- **3-4 weeks prior to each engagement (Focus Groups/Planning Engagement)** - Schedule first data gathering call with facilitator.
- **2-3 weeks prior to each engagement** - Review suggested agenda.
- **2-3 weeks prior to each engagement** - Schedule any trainings or run of show calls.
- **1 week prior to each engagement** - Finalize agenda.
- **Hold engagement(s).**

This is at an incredibly high level but there's a lot to each of these elements and there's a lot that's not mentioned.

This will all be in your data gathering call, but essentially it means that we won't just blindly stick to the plan if the data indicates something different will be more successful. Adaptability is the key and we customize to ensure the optimal outcome for your planning engagement.

# MEET THE TEAM

## The "A Team"

We are a little biased, but we believe we have one of those rare teams where we all work together for one purpose. We all wear many hats to accomplish the goals we set with our clients. We encourage each other and we celebrate after each engagement! Who wouldn't want to partner with a team like ours? We encourage our clients as well and want them to sit back and push the easy button as we guide them to a successful outcome!

### **Description of Roles:**

**Facilitator:** The facilitator role is to work with our client stakeholders to collaborate better together, understand their common objectives, and plan how to achieve these objectives. In doing so, the facilitator remains "neutral", meaning they do not take a particular position in the discussion but efficiently and effectively synthesize the discussion to successful outcomes.

**Technologist:** The technologist role is to support the efforts of achieving successful outcomes through using our brainstorming and polling technology to efficiently bring about a consensus from the client stakeholders.

**Documenter:** The documenter role is to create a Real Time Record (RTR) that incorporates the discussions, themes, pictures, brainstorming, polling and other pertinent items. This RTR becomes a living document filled with the goals and objectives of the engagement to use as a road map in achieving successful outcomes.

**Visual Illustrator:** The visual illustrator role is to create an artistic design that portrays the main themes of the engagement. This illustration is key in tying all the pieces of the engagement together to use in communicating your vision and

goals to your business/organization and clients.

Meet some of our team members:

*Andrea Henning, Executive Director / Facilitator*

*Tina Fischer , Manager /Facilitator*

*PJ Petrick, Senior Technologist*

*Laurie Hill, Branding & Business Development Officer*

*Karin Puckett, Budget Specialist*

*Milo Paich - Facilitator*

*Jonathan Massey - Illustrator*

*Annemarie Boss - Documenter*

*Karin Carlin - Documenter*

*Dina Vann - Documenter*

*Emily Norton - Documenter*

# Your Investment



## Snapshot of Services Included with your Engagement Service Needs

### FOCUS GROUP

Our focus group team will provide a facilitator, technologist and documenter. Each focus group is 60-90 minutes in length. The agenda is pre-set with structured questions to efficiently collaborate and synthesize the input of the attendee stakeholders. \* This price is per focus group. **\*\*This price denotes a non-profit partnership discount as well as a multi-engagement discount.** \*\*\*Up to 50 attendees.

\$3,500

### DEPARTMENT LEADER ENGAGEMENT

This engagement will provide a facilitator, technologist and documenter. This engagement will invite all department leaders to come together and collaborate on current goals, objectives, policies and initiatives. We are suggesting a half day (3) three full hours of engagement for a successful process. **\*\* This price denotes a non-profit partnership discount.** \*\*\*Up to 50 attendees.

\$4,250

### FULL TEAM / FULL DAY

Our full team includes a Facilitator, Technologist, Documenter and Visual Illustrator. Our full day is a packed (6) six hours of structured content to efficiently collaborate and synthesize your goals for successful outcomes for your full strategic plan. This may be a one day engagement, or multiple days. **\*\*This price**

\$7,800

denotes a one day engagement non-profit partnership discount. \*\*\*Up to 50 attendees.

#### CONSULTING SERVICES

OPTIONAL

Consulting services would include items such as time outside of scope of planning meetings, assistance with implementation or recalibration of planning. **\*\*This price denotes up to 4 hours of consultation services.**

\$1,850

## Disclaimer & Terms

Pricing is effective for 30 days from sent day of Statement of Work. Prices are subject to change based on annual increases and changes within scope of work. Any pricing changes will be discussed with client prior to implementation and invoicing.

#### **Terms Payment Process and Terms:**

After the event, upon receipt of the deliverables specified above, Client will pay the Engagement Price within 30 days from receipt of invoice.

**Cancellation Charge:** If the event is cancelled, Client will pay any non-refundable, approved expenses already incurred. If the client postpones or cancels the event within 14 working days of the first day of the event for reasons other than natural disasters or national or local emergencies, Client will pay a cancellation charge equal to 30% of the fee. Acknowledgment of this Statement of Work is made known by both of our signatures below and signifies the intent of both parties to work together as outlined above.

# What Our Clients Say

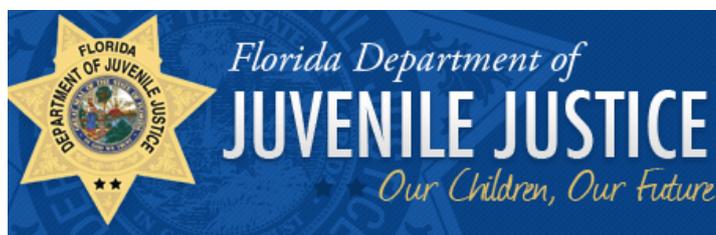


## READ ALL ABOUT IT!

Learn how businesses and organization around the globe have used the Collaborative Labs to efficiently and effectively produce measurable outcomes through facilitated planning.



*We have learned that meetings can be more efficient and that we can meet deadlines. We know that leadership and strong facilitation at meetings are extremely important to outcomes. Our second strategic plan (2013-2016) was so successful we achieved Fortune Magazine's top 100 fastest growing companies in the world for 2016! Just as we envisioned we would in our 2013 work with the Collaborative Labs. ~ Michael Benstock, CEO Superior Group of Companies*



*I can't say it enough Thank you, thank you . You and your team did a phenomenal job!!!! Words can't describe the day we had - OMG!!! Never have I seen an event that ran so smooth. You and your team are like magic .....you make it happen! Thanks again and I look forward to working with you and your team in the near future. Cheers...well done! ~ Pat McGhee, Florida Department of Juvenile Justice*



*We first used the labs in 2010 when we were struggling to create a strategic vision for our Association. By the time our work with the labs was completed, we had a vision, we had commitment, and we had the foundation of what has become a living strategic vision plan for our organization. From that plan have come initiatives that have catapulted our work and elevated our organization at the state level with decision makers. We could not have done it without the Collaborative Labs! ~ Eleanor Warmack, Florida Recreation and Park Association*



*You will get more productive discussion and decision-making done in a day than you will in a month of meetings in the office.~ Chris Vivian, National Forensic Science Technology Center*

# Guarantee



## Our Promise To You

Guarantees come in all shapes and sizes, but we want you to feel confident that it is our goal to make sure you reach your goals!

How will we accomplish this?

- Honor your time - We will make sure that we are efficient in our data gathering process and commit to that culminating in an engagement agenda you can't sign off on fast enough!
- Simplify your Experience - We want this to be an easy process for you. We take on all the heavy lifting in gathering data, setting the agenda, facilitating the engagement and producing the deliverables. The only thing we don't do is read the plan out to you in the end. Well ... unless you really want us to!
- Make Things Right - If by some crazy reason, your engagement does not culminate in the goals that were predetermined - we will make things right. We want you to come out of this planning with all you need to be a success!
- Privacy - Whether you are a Non-Profit or Private Sector, your information is safe with us! Your trade secrets are safe with us! Just ask anyone! Wait, don't do that - then it wouldn't be a secret!

# Next Steps



## Here's what to do next

You've read through the Statement of Work - so what's next?

**Step 1:** Have any questions? Feel free to give us a call or email and we will respond asap!

**Step 2:** If you agree to the Statement of Work, email us back and we will attach a Signature Page to start moving ahead!

Thank you and we are excited to partner with you!



**Equal Opportunity Statement** The Board of Trustees of St. Petersburg College affirms its equal opportunity policy in accordance with the provisions of the Florida Educational Equity Act and all other relevant state and federal laws, rules and regulations. The college will not discriminate on the basis of race, color, ethnicity, religion, sex, age, national origin, marital status, pregnancy, sexual orientation, gender identity, genetic information, or against any qualified individual with disabilities in its employment practices or in the admission and treatment of students. Recognizing that sexual harassment constitutes discrimination on the basis of sex and violates this Rule, the college will not tolerate such conduct.