

TE transformation

20 February 2015

SB

Research

- Desk research
- 29 depth individual interviews:
 - Steering Circle, sub-groups, community
 - WWI, Sacree Femme! WW Germany
 - MKP
- Informal discussions:
 - database, SEO, competitors
- Survey Monkey
 - 70 respondents

The work

- Registration
- Descent
- Carpet work:
 - processing opportunities
- Towards reclaiming abundance
- ‘Izzy whizzy let’s get busy....’

Registration

- 19 years old
- Not for profit 'mutual trading company'
- WW licence:
 - 2 weekends pa plus circles across UK, France, Switzerland
 - No legal arrangement between TE and Sacree Femme!
 - Freedom to run non-WW workshops (ALL regions)
- Weekend participants: 1059; WEW: 237; Level 2: 133
- Database: 160 active, 400 dormant
- Facebook: closed 350, open 395, cf: WWI 7,142, MKP 2,864
- 2014 TE membership: 67
- FAC + (TE): 4; FiT s(UK): 4 + 6 apprentices (Europe): 2 + 3

UK Registration fee

- 2012
 - T/O £69k, P/L £0.6k, reserves £15.4k
- 2013
 - T/O £30k, P/L (£4.2k) reserves £11.2k
- 2014
 - T/O £ TBA, Est P/L £5.2k reserves: £16.4k
- 9 weekends in last three years, two profitable: July 12, Aug 14
- Other trainings consistently profitable
- Other income sources important
- UK struggling to recruit 96 women pa
- Sacree Femme! weekend waiting list: 100

DESCENT

Going down...

- No European representation on SC, conflicted views
- UK: Brighton/London centric
- Pricing
 - increasing venue costs
 - ‘fear based’ pricing and cost cutting
 - participant and staff travel costs
 - for many elitist, unaffordable entry point

LEAP IN THE DARK

- Promotion:
 - confused ‘dual’ branding
 - poor communications and planning
 - poor tools

RELIES ON SINGLE HANDED EFFORTS OF REGISTRAR

Still descending

- Main selling tool: website - not fit for purpose
 - 3 second window; click away, lost for ever
 - Slabs of content, inappropriate video music
 - No direct response marketing (action: name capture/list building, conversion)
 - No people to engage with
- Record-keeping: all over the place
- ‘Crown Jewels’ (database) - black-listed domain, unsafe, out of date technology
- No customer relationship marketing (CRM)

Descending further

- Volunteers with life commitments
- Women disempowered, burn out, disappear
- Jobs not time limited, well-defined, supported, performance evaluated, appreciated
- No clear responsibility, accountability, consultation
- Duplication/triplication, 'makes' work
- Leaderless, but power within circle not equal

and further....

- No business objective/s , planning, monitoring
- A ‘woo-woo’ vision:
 - A world where every woman is reconnected to her authentic self, embracing and seeing all she is and all she will become
- No mission or strategy
- No ‘customer’ focus
- Mismatch between SC ‘why we do what we do’ and participants reasons

Participants perspective - survey

- 83% I want to be my best possible self
- 48% I want to understand myself better
- 8% I want to get out of the pain I am in

- Healthy relationships
- Connecting to all parts of me, stretching and challenging myself
- Finding my true self, knowing who I am
- Understanding why I react the way I do
- Finding my deep inner wisdom
- Deep authentic women friends

Rock bottom

Transitions Europe in the UK
is an example of a community of women
most women shy away from

UNPROFESSIONAL UNATTRACTIVE

NOT LISTENING

It just seems to keep changing, and I often get this feeling that there's some desperation, or something, happening, and that WW is on the brink of collapse. You don't always sound confident and calm - it's hard to explain, but it's very noticeable. It does not engender in me a feeling of confidence.

I have been surprised at the many and various ways you have tried to communicate, and the pink tones can be slightly uncomfortable. There's sometimes been a strangely 'corporate' and yet ungrounded experience that comes through with your emails. I am enjoying the emails from the Celebration of Being women, which are well presented visually and come at regular intervals and don't include lots of requests for help and ideas. I'm sorry, I know this is going to read back harshly, but you are asking and I'm so pleased to feed these opinions back after all these years of reading emails from you.

Spontaneous comment Survey Monkey

CARPET WORK: PROCESSING OPPORTUNITIES

Take a Breath

[It's Not About The Nail - YouTube](#)

[www.youtube.com/watch?
v=-4EDhdAHrOg](http://www.youtube.com/watch?v=-4EDhdAHrOg)

Shadow - the GOLD!

Women's experience of products and services:

Woman Within weekend

MY circle

Circle training

Staffing WW weekend

Skills Workshop

Wholeness Workshop

Desire for MORE workshops

FiT and TL training tracks

WOMAN WITHIN

Infant - TRUST

- Volunteer integrity
 - skills fit
 - time limited (role, life!)
- Clear job descriptions and hand-over
- Clear responsibilities, accountability, consultation
- Back up and support
- Inter-dependent

FREE WOMEN TO BE THEIR BEST

Child - PLAY

- There are millions of women who would like what we have to offer
- It is our job to find them
- Circles allow women join the community an easier way
- Care for community: guide, praise, thank, reward, keep safe
- Help them tell their friends
- Don't worry if they have other playmates!

Adolescent - BREAK FREE

- Drop past wounds
- Set sail for ‘distant shores’ within the UK
 - Bristol
 - Manchester
 - Edinburgh
 - Belfast, Dublin?
 - Transition towns and communities
 - Eg Totnes, Findhorn

Mother - MISSION

- A sustainable professional exciting women's business
 - Run by women for women
 - Modelling the best we can be
 - Collaborative, supportive
- Providing workshops and tools for a journey of transformation
 - Learning, changing, growing, healing
- One woman at a time

Lover - CONNECTION

- Heartful
- Open, transparent, honest
- Communicative
- Clear
- Supportive, appreciative, acknowledging
- Shame-free

IN INTEGRITY

Warrior - STRATEGIC

- Planned
- Rational and analytic
- Research - know our target audience and what they want
- Committed
- Boundaried
- Project managed

GOD IS IN THE DETAIL

Crone - WISDOM

- Leaves the past: welcomes the new
- Embraces an unknown future
- Opens up to possibility
- Prepared to be amazed!

ENCHANTRESS

**‘Whatever she is on, I want a bit of that
too’**

Queen - BALANCED

- Blessing and blessed
- Committed and caring
- Strong and loving
- Trusting, playing, free, birthing mission, in connection, strategic, wise, balanced

SOFT POWER

Charismatic, magnetic, attractive

‘We are strong and loving women, we will do what must be done. Knowing, growing, changing, healing: we can do what must be done.’

TOWARDS RECLAIMING ABUNDANCE

McGraw Hill man

www.youtube.com/watch?v=9Y3DDqmGizc

Why do we do what we do?

- NOT about ‘wounded healer’
- NOT about ‘community’
- We give workshops
- We sit in circle
- To empower and enable the TRUE feminine in today’s world and culture:
 - strong AND loving
 - Intuitive
 - soft power

Business model

- Member get member
 - 64% survey respondents are WW ‘promoters’
 - but lack basic tools
 - Positioning
 - Website
 - Business cards, leaflets
 - support, incentivise, reward
- Membership fee and benefits
 - circle
 - staffing
 - trainings
 - Business directory
 - Blog, articles, books etc

CHAIN OF KINDNESS
For the women yet to come

Recruiting women - survey responses

‘ Give me a magic phrase that never fails.’

‘You could send me an up to date description of your weekends including dates, and times, with prices and bursary info and ask me to forward it to my friends. Also, if I send you a direct communication and you take the time to directly reply, I feel met and acknowledged. This helps me to feel like reminding myself how good the weekend was and telling all the women I know. Also, a contact for them to call or email for 1-1 info would be very helpful.’

‘More after care (e circles)’

‘Have Open circle ideas and information/plus someone to take it under their wing.’

‘The recent testimonials have been brilliant, and 'non woo-woo' enough to share with people who have never done personal development work and are unfamiliar with the language. More of those please! Also if we had a blog part of our website as WWI does, when we share the testimonials we would be taking people to our website to explore more.’

Management

- Strong desire for leader/president
- Steering circle - modern feminine matrix management
- Ideally 5 'directors', for example:
 - Communications, sales and marketing, website
 - Product and service development (incl train the trainers)
 - Bureau: finance, legal, governance, data, policies
 - Project management
 - Circles and community care, regions
- Equal status
- Interconnected support circles (task oriented teams)
- Inter-dependent

Only as strong as the weakest link

Sacree Femme! Executive

- 6/11 women: shadow, support, hand-over
- meet regularly
- posts held for 2/3 years
- Chair must have previous committee role
- Steering group (3)
 - Chair (holds PIES energy, organisation and overall management, outside representative)
 - Treasurer/finance (2)
 - Secretary (legal, minutes, database) (2)

- Weekend co-ordinator (logistics, site)
- Registrar
- Staff co-ordinator (2)
- Supplies/paperwork/stores (2)
- Matrix of 30 women

Sacree Femme!

Working groups

- Open circles
- Communications (website, newsletters, social media, mailings)
- Celebrations co-ordinator (F, CH,B)
- Co-ordinator guided circles, links, new circles (2 women)
- Transition circles
- Translations
- ODST co-ordinator
- Fund-raising co-ordinator
- WEW co-ordinator (3)
- WW2 co-ordinator (2)
- Setting up secure forum/blog (2)
- 5 Free electrons - timely support to any woman who needs help
- Wise woman - strategic issues, experience
- MKP link
- Belgium representative
- Response to contact emails
- Auditors (4)
- Webmaster (2) - new features, maintain website, FB check in

Regional organisation

- Spread the work and the energy
 - MKP model and Transitions Europe
- Local recruitment and community care
 - cf Sacree Femme! WW Germany
- Circle management and training
 - Empower local ‘wise women guides’
 - Utilise FiT and TL women
- Local honouring (with MKP)
- New venue/s
- Succession planning

Product: Circles

- MY circle: powerful, perceived ‘pod’
 - Confused and FEARFUL about ‘open’ circles
- 52% survey respondents NOT in a circle
 - 32% no circle close
 - 29% would like to join
 - 18% would like a virtual circle
 - 7% not interested
- Open - guided and unguided for uninitiated and initiated women
 - WWI FACs and FITs on a regular basis open their homes
- Guided circle training and Circle ‘tune ups’
 - ‘this aint no book club’ Mirabai Galashan
- Transition calls model for virtual circles (one exists)

MEMBERSHIP GROWTH OPPORTUNITY

Product: Weekend

- BIG step - 'leap in the dark'
- Create excitement through 'recruitment windows', FB events
- Collaborative recruitment eg WW Germany
- Quality attractive venues - spread across UK
 - Principal Hayley
 - Conference Centres of Excellence
- Welcoming, abundant energy
- Staff priority: member get member
- Strong, loving role models
- Community energy and events
 - Honouring: regional, MKP
 - What next timetable of events?
 - Confident attitude (take it or leave it)
 - Follow up
- 6 month window of opportunity
- More feedback
- Chain of kindness: annual membership/'repayment' of bursaries/contribution

Further products - survey responses

- 83% ODST
- 76% circle training
- 67% Skills workshop/WEW (vs 23% total)
- 57% Wholeness/Level 2 (vs 13% total)
- 60% Honoured

- Would consider:
 - 18% ODST
 - 22% circle training
 - 27% Skills workshop/WEW
 - 38% Wholeness/Level 2
 - 61% Authenticity (33 women)
 - 61% Heartfulness (34 women)

‘ Something around becoming an Elder and the wisdom that comes with it? Something around 'the Change of Life' - not the menopause, but the changes that happen in thinking and feelings when children grow up and leave, the new relationship you find being with a partner during this time, the difficulties of aging parents, their health and losing them etc. etc. I have also seen recently a request for a Mothers and Daughters workshop.’

Pricing

- Review
 - business rates
 - ‘contribution’ rates eg young women/students
 - make more transparent?
- Role of membership - sell more effectively, DDR
- Staff contribution - does not cover costs
- Bursary limits - staff and participants
- Fund-raising
 - Business directory, fee and % contribution
 - Gift vouchers
 - FR beyond weekend and community - events
 - Online shopping: WW music CDs, made items, % contribution
 - Shopping list/targets

Communications- 12 steps

- Clarity
- Connection
- Content
 - high quality, well thought out, inspirational
 - intelligent strategic even email subject line, meta data
- Consistent
- Call to action
- Conversion
- Class - integrity, outstanding customer service and policies
- Contribution - what do we GIVE ?
- Community - network of like minded people
- Continuing education: stay current, new tools
- Commitment - takes a lot of work to get this right
- Calendar

Positioning

KNOW yourself:
be the BEST you can be

Website: brief

- Domain name:

'I would recommend going for womanwithin.org.uk brand for consistency with the US. Also buy woman within.net and woman within.uk if they are available. It doesn't cost much so you might as well buy it now even if you change your mind later.

SEO consultant

womanwithin.org.uk	2 years for £6.98
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womanwithin.email	2 years for £39.98
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womanwithin.com	£335
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- Creative

- follow WWI template

- anglicise

- share content including blog

- Functionality and CRM - develop urgently

- Pro-tem: close TE, refer to womanwithin.org + UK contact emails

Database: brief

- Back office
 - Set up CRM
 - Integrate with social media
 - Integrate with accounting
 - Integrate with registration for all courses
- Support marketing communications
- Online software subscriptions
 - Nimble (best for integration with social media)
 - Accounting/book-keeping
 - Survey Monkey/Google Survey
 - Facebook/LinkedIn
 - Hootsuite
- Payment collection
- Website development and integration

Collateral material

- MKP Spearhead
 - £2500 per issue
 - want articles from WW (and WiP....)
- Speaking Stone
 - worth writing, correcting, editing, printing, posting?
- Modify WWI down-loadable pdfs
- Create editorial calendar for mailings etc
 - Briefing approval system
 - Frequency less important than content
 - Selective consistent use of online tools

Social media

- Less than half of survey respondents answered
- 23% would NOT give an address
- ‘Marmite’
- Facebook most ‘popular’
 - Create ‘events’ for each workshop/weekend
- LinkedIn powerful cross-reference tool
- Blog - ‘links’ and traffic generator

PR and networking

- MKP
- Free aligned directories
 - www.self-help.org.uk/add
- Freesheets
 - ‘Positive News’ Bristol
- Speaking circuit/TED talks
- Business women’s networks
- Future feminine force
- ‘Charitable’ purposes

Celebrate! 20 years 2016

- FILL calendar
- Tried and tested cycle: Weekend/honour/circle training/ODST
- Use energy of Wholeness for recruitment to SC, new members etc
- Open circles year long across UK
- March: WEW/Skills workshop and ODST
- April/Juniper: UK/Sacree Femme!weekend/honouring/guided circle training
- 3-5th June Skitipis: European celebration, MKP, families, friends
- July/Yorkshire: weekend/honouring/guided circle training
- September: WEW/Skills workshop and ODST
- Early October /Park Place: weekend/honouring/guided circle training
- Late October: Juniper 'Wholeness'/level 2
- Late October: Authenticity and/or Heartfulness (?US staff availability)
- November: Steering Circle planning and bonding weekend

‘IZZY WHIZZY LETS GET BUSY..’

Summary

- Unattractive unprofessional business with no business plan but great products - unsurprisingly feeling in crisis/survival mode
- Opportunity to ‘walk our talk’ as a business: ‘true feminine’, wise, balanced, strong and loving
- Solutions to help create abundance:
 - Recognition and utilisation of the business model
 - Inter-dependent management team
 - Regional distribution and support
 - Product , pricing, fund-raising
 - Clarity of offer: target audience and positioning
 - Website and database briefs
 - Communications and marketing outline plans

Next actions...

- Small working group to put the ‘wow’ in woman within UK
 - Interim leadership
 - Brief
 - Budget
 - Website, SEO, CRM functionality
 - Database
- Integrity exercises
 - Personal issues
 - Responsibilities, accountability, consultation
 - Capabilities and skills