

WW UK draft Business plan F2015/16

Executive Summary

NOTE: this section is written LAST, once the entire plan is completed. This is written without the benefit of completing the organisation's logistics, costings and financial forecasting sections

DRAFT:

2016 marks the 20th anniversary of Woman Within in the UK: a year for celebration of all that has been achieved and for re-launching for the next 20 years as an energetically abundant, attractive and sustainable community of ordinary women doing extraordinary things: 'walking its talk, as empowered and empowering women.

The next six months will be a time of recruiting a lean, purposeful volunteer team with clear roles and responsibilities in service to the WW UK vision: to become the go to brand for female leadership and empowerment; and living the mission: empowering women. It is envisioned that the team will seek to increase the number of Weekend trainings (using one team, as well as 2/3 two team) to 5 by 2017; achieve organisational change management within 3 years and cohesive brand recognition within 10 years.

The new team will announce their plans at the 20th anniversary celebration: Honouring the Feminine.

The new team have a series of strategic actions to consider: whether to change governance (to CIC); operate under separate licence from Sacree Femme!; partnership working; safe, rapid expansion of new, open Woman Within Circles; leadership tracks recruitment and retention; cost savings - especially venue/s; development of a robust sales and marketing strategy to support and enhance 'word of mouth' recruitment; remuneration of volunteer roles; fund development; curriculum expansion.

At the same time, the organisation and logistics of running regular events requires clarification and streamlining to prevent historical volunteer burn-out and disempowerment and ensure continued delivery of our highly valued, transformative workshop experiences.

Elevator pitch

Woman Within UK is a not-for-profit mutual trading volunteer organisation of ordinary women doing extraordinary things with 20 years experience of providing personal growth Circles, and workshops designed by women for women, to help English-speaking women over the age of 18 years in the UK and beyond, irrespective of culture, class, belief, sexual orientation or means, to know themselves better and be the best they can be.

Our work is rooted in the ancient tradition of women's circles.

Woman Within UK is a licensed region within the global Woman Within community whose mission is: empowering women, empowers the world

How would you like your life to be different?

About Woman Within UK

The first Woman Within Weekend personal transformation workshop ran in Wisconsin in 1987. Transitions Europe Limited, a mutual trading company, trading as Woman Within UK, has been licensed since 1996 by Woman Within International (WWI) to run the Woman Within Weekend in the UK, France and Switzerland. Sacree Femme! for French-speaking women in France, Belgium and Switzerland was established in Switzerland in 2005 and currently operates under the Transitions Europe Limited licence. Woman Within Germany, whose beginnings have been supported by Woman Within UK, is not licensed to run Weekends currently and operates under WWI Outreach; it will run its first Woman Within Weekend workshop in 2016.

Governance

The current company status as a (form of not-for-profit) mutual trading company requires WW UK to have an annual paid membership in order to benefit from tax reliefs. This governance system was chosen in 1996 under pressure to quickly establish a tax favourable company. However, the community interest company (CIC) structure which government has introduced subsequently may provide more appropriate governance and importantly, also enable fund development. Charitable status is not deemed particularly desirable nor achievable by our professional accountant advisor

ACTION POINT

Licence

The current operating licence (dated 8/01/2005) requires Transitions Europe Limited to run two Weekends per annum and to pay a licence fee per participant on each Weekend of US\$55 per head. The licence and fee arrangements are under review due to the retirement of Char Tosi, the founder of Woman Within, at the end of 2015.

Transitions Europe Limited/Woman Within UK and Sacree Femme! may wish to take out separate licences from WWI when the new licence arrangements are negotiated.

ACTION POINT

Transitions Europe Limited/Woman Within UK Organisation

Transitions Europe Limited (TE) Company Directors: Elizabeth Marsh, Catherine Harris
Accountant: Roxy Grimshaw

Previously TE was run by a President reporting into WWI with a team of volunteers running the organisation. Now, TE, trading as Woman Within UK (WW UK) since March 2015, is run by a Steering Circle supported by teams of volunteers.

Current Steering Circle: Mellon Horsell, Annie Bate, Nadia Siouty-Burke, Nikki Widdicombe.

The Steering Circle is reviewing the entire organisational structure; roles and responsibilities will be finalised and a recruitment process identified and actioned for all roles by the end of October 2015. This is to mitigate a history of volunteer burn-out, due to lack of clarity of roles, responsibilities, accountabilities and whom to consult, skills fit with roles, empowerment and acknowledgement of input. (see Volunteer survey Summer 2015). The intention is to ensure the new organisational structure is empowering for all volunteers, in line with the Woman Within mission.

ACTION POINT

Current organisational management roles:

Weekend Registrar: Mellon Horsell

Treasurer, Skills and Wholeness workshop Registrar (WWI honorarium): Nadia Siouty-Burke

Administration, WWI liaison, Circles team leadership and trainings: Annie Bate

Communications, supplies: Nikki Widdicombe

Current organisation responsibilities:

Workshops/events Coordinator: Rev Martha Prince

Facilitation Track Coordinator: Roxy Grimshaw

Team Leader contact: Sue Baxter

Weekend Staff Coordinator: Katja Layher-Segal

Staff Training coordinator: Sylvi Kerry

Weekend paperwork: TBA as Harsha Bhundia

Medicine bags: Amanda Kidner

Circles and Transition Circles administration: Ashleigh Megson

Regional Circles coordinators:

Brighton area: Debbie Taylor (and Transition Circles support)

London area: Ashleigh Megson

Book-keeper: Liz Megson

Database: Fran Williams

Membership: Sylvi Kerry

Annual Celebration, MKP liaison: Liz Marsh

Head of copy: Kendra Futcher

Facebook open page: Hilary Stirling

Facebook closed page: Roxy Grimshaw

Twitter, blog, MKP Spearhead: TBC

NB. Alison Davis (based in Geneva and South of France), a member of WW UK, a certified Facilitator and Skills workshop leader is a WWI board member, responsible for Outreach and liaison between WWUK and Sacree Femme!

WW UK workshop trainers and leaders

NB: there are 5 Weekend Leaders in Woman Within globally, all based in North America.

Paula Alter: Weekend Leader in training, full certification 2016/7, Skills Workshop leader

Alison Davis: certified Facilitator (FAC3), Skills Workshop leader based Geneva/South of France

Juliette Clancy: certified Facilitator (FAC3)

(Mirabai Galashan: certified Facilitator (FAC3) based South Africa)

Mellon Horsell: certified Facilitator (FAC2)

Roxy Grimshaw: FiT3

(Catherine Reichlin: FiT 3 Switzerland)

(Erika Anderson: FiT3: New York)

(Kerstin Bardua: FiT2 Germany)

(Francoise Berry: FiT 2, France)

Jules Brook: FiT1

Sylvi Kerry: FiT1

Jane Martin: FiT1

Mellissa Kelly: FiT1

FiT Apprentices: Alison Frearson, Kirit Kishan, Sarka Kubschova, Sarah Perugia, Lucinda Pitman, Kiska Eulenberg (Germany), Adelheid Goldberg-Watermeyer (Germany)

Sue Baxter: Team Leader, ATL Wholeness Workshop

Pam McLeod: Team Leader (leave of absence)

Team Leader track: Ashleigh Megson, Jo Meier (leave of absence), Annabel Search

TL 'apprentices': Annie Bate, Nikki Widdicombe, Nadia Siouty-Burke, Lesley Kilty, Katja Layer-Segal

The number of UK leadership track women at FiT2 and above and TL can create Weekend leadership staffing problems, requiring women to travel from overseas and be reimbursed at additional cost. Early recruitment of the leadership teams is vital. **ACTION POINT**

Planned development/staffing rotation of women in leadership training to ensure the required mix of FiT levels in support of Facilitators and TLs in support of the WL is required **ACTION POINT**

Training support for the leadership tracks has been initiated by Juliette Clancy (FiTs) and Sue Baxter & Pam McLeod (TLs) and is yet to be organised for 2016 **ACTION POINT**

NB. The new WW UK website: www.womanwithin.org.uk which will be launched end October 2015 has information to support the recruitment of future leadership track women

Woman Within UK products and services

Woman Within Weekend workshop

The protocols for running the Woman Within Weekend workshop are identical for every Woman Within Region globally and are reviewed annually by the Weekend Leaders and WWI Programming Committee based on participant and staff feedback. Weekend Leaders adjust and test delivery of the Weekend as agreed from these meetings.

Weekend Leaders, Weekend Leaders in Training and Facilitators are certified through a globally consistent programme and receive remuneration. WWI place minimum requirements on women who wish to enter the Facilitation training track; Regions are free to add to these requirements. WW UK adheres to the minimum requirements laid down by WWI ie to have staffed the Weekend at least twice within the last 18 months and to have completed the Woman Within Skills and Woman Within Wholeness workshops operated by WWI for WW UK on a participant royalty payment and shared profit basis.

Weekend Team Leaders are remunerated also. WWI has minimum requirements for women to Team Lead of staffing 4 Weekends, once as an Assistant Team Leader (ATL) and to have completed the Skills and Wholeness workshops. Woman Within UK recently developed a Team Leader training track which requires considerably more staffing experience. WWI are reviewing the Team Leader training track with input from each Region.

All other Weekend staff are volunteers and have to complete Staff Training to be eligible to staff a Weekend. Nurturers are required to have completed the Woman Within Skills workshop and Assistant Team Leaders (ATL) to have been a Nurturer before taking on the ATL role. Staff are required to contribute towards their board and lodging at a Weekend workshop; bursaries are available to help with this expenditure. Travel expenses to the venue are not usually reimbursed for Weekend staff. Staff training dates to be organised for 2015

ACTION POINT

The Weekend is based on one or two 'teams' of maximum 16 participants each.

Staff/participant ratio is 1:1 plus leadership staff.

Current participant fee: £550

Current staff board and lodging fee: £100

The main cost is venue and this cost is rising.

Current venues:

Juniper Hall, Dorking (cax 28 participants)

Park Place, New Forest (cax 32?) - more cost-effective than Juniper Hall for two teams

Nightingale Centre, Buxton (cax 16)

Askham Bryan, York (cax 32 TBC)

also Avon Tyrell?

Break-even is variable by venue and new, cheaper venues may need to be found, especially to replace Juniper Hall.

Venue search has found more potential opportunities for one team Weekends (cax 16) than for full capacity of 32 participants

ACTION POINT

WW UK plans up to three Weekends each year (February, May/June/July, October). For many years recruitment has failed to reach sufficient numbers to enable three two team Weekends even with strong recruitment from overseas: initially France, Belgium, Switzerland before the establishment of Sacree Femme! and now from the rapidly growing community in Germany.

Weekend participant numbers

	Feb	June	Oct	Total	non-UK	UK
2002	30	24	24	78	13	65
2003	14	28	24	72	23	49
2004	20	29	27	76	28*SF/UK	48
2005	23	20	29	72	23*	49
2006	26	16	26	68	14	54
2007	22	16	21	59	1	58
2008	16	21	21	58	6	52
2013	20	20 (May)	25	65	13	52
2014	16	30 (Aug)	15 (PP)	58	? (min 5)	E53

In 2015, WW UK ran two Weekends: May at Juniper Hall (two teams); September at The Nightingale Centre (one team). Both Weekends were attended by a considerable number of English-speaking German participants. It should be noted that leadership staff and volunteer staff applications struggled to make the required support levels without support from Sacree Femme! and WW Germany. Low numbers of new women Weekend initiates for the UK community adversely affect the UK community energy, staff and organisation volunteer numbers and eligible future participants for the more advanced workshops.

In addition, Weekend pricing and accessibility needs review: frequency; location; cheaper venues and differential pricing by venue; lower deposits at registration (20%?); payment plans; seeking business sponsors for in-house Weekends; government sponsors for the disadvantaged; University sponsors for supporting future female leaders etc

ACTION POINT

Woman Within Circles

Woman Within Circles are no longer under the Regional operating licences; protocols for Circles, which were initially set by WWI, subsequently have been developed separately by each Woman Within Region, including Circle Training, which is recommended, but not mandatory, for women wishing to sit in a Woman Within Circle.

In 2014 WWI recommended that attendance at a Woman Within Weekend no longer should be a pre-requisite for a woman to be able to join a Woman Within Circle and encouraged the Regions to adhere to this policy change. Woman Within UK (WW UK) readily concurred.

Woman Within Circles are based on ancient traditions of women coming together regularly to be affirmed, to share their joys and sadness, to grieve, to be held when they feel unworthy: a confidential, safe space simply to BE.

Woman Within Circles are a powerful tool for women to continue their personal growth and deepen their self-awareness and wisdom. Circles are vitally important in the overall offer and success of Woman Within UK, for this is the seed bed of local WW 'communities' and a competitive point of difference in line with personal development market growth.

Most Circles are free of charge. In future, membership of WW UK is desirable, though not mandatory, to join a WW UK Circle.

Full/Associate membership of WW UK costs £25 per annum; concessions £10 pa.

Currently, WW UK have identified the following Circles in the UK:

St Albans: contact alisongunusen@btinternet.com

North Yorkshire: contact mellon.horsell@btinternet.com

Dorset Wharf, London W6: contact ashleigh.megson@gmail.com

West Central London: contact Sherrie on sherrieb@gmail.com

East Central London: contact Poppy on: pops_parry@hotmail.com

Lewes/Brighton: contact Debbie on debstar0205@yahoo.com

Brighton: contact roxy@roxyg.co.uk or geri@gerimay.co.uk

West Sussex/Surrey border: contact jacquelinemcdonnell@hotmail.com

Marlow, Bucks: contact jane.martin@me.com

Virtual Circle: contact Alison on alisondaviscoaching@gmail.com

NEW Circles:

London Circle: contact kendra@kendrafutcher.com

Isle of Man: contact Greeba on naturopath@manx.net

Bristol: contact circles@womanwithin.org.uk (Jane Carvell, Karen Maddock, Gabriella Naomi)

Exeter/Totnes/S Devon: contact circles@womanwithin.org.uk (Rachel Barker etc)

Manchester area: contact circles@womawithin.org.uk (Melissa Kelly)

NEW Virtual Circle: contact circles@womanwithin.org.uk (Susan Beazley, Sophie Hunter, Martha Prince, Ashleigh Megson, Hester Rugg)

The intention is that a number of Regional Circle coordinators are appointed to help establish NEW Woman Within Circles in their area and begin to create local WW UK communities which can conduct Honouring Ceremonies for new (local) WW initiates, liaise with their local MKP community, provide mentors and guides for new Circles (5 week training) and for 'tuning up' established Circles which may have become too 'cosy'; provide local Circle Trainings (intensive weekends and/or 8 week intensive Circle training) and ask for other workshops to be run in their area eg Skills workshop, Authenticity workshop, Let's Get Clear about Clearing workshop.

ACTION POINT

2016 Circle Trainings calendar dates to be organised.

ACTION POINT

Other Woman Within branded Workshops (controlled by WWI)

WW UK does not hold a licence to run these workshops eg Skills, Wholeness and Authenticity workshops. WW UK either request these workshops from WWI, or for Skills, advise WWI when it is happening. WW UK pay WWI a participant royalty and profit share with WWI.

Skills workshop

WW UK has two qualified Skills workshop leaders (Paula Alter, Alison Davis) and a request has been made to the WWI Programming Committee to disengage from the current profit share arrangement and simply pay a participant royalty. Response is awaited.

ACTION POINT

In addition it has been asked whether the pre-requisite to have completed the Woman Within Weekend in order to participate in the Skills workshop is necessary; the Programming Committee wishes this to remain a requirement for participation currently.

Approximately one-third of Weekend graduates choose to take this workshop. With three two team Weekends per annum (maximum 96 potential total graduates eligible) a maximum of two Skills workshops per annum is viable. Recruitment has proved slow in recent years, a product of lower UK women Weekend initiates and this workshop is now running once a year.

This 2 day non-residential workshop can run with 6-15 participants and there are no special venue requirements above privacy and quiet.

WW UK members workshop fee £200, non-members: £250

2016 Skills workshop dates and venues to be finalised

ACTION POINT

Wholeness workshop

WWI organises the staffing of this advanced 5 day residential workshop from the global Facilitation and Team Leader tracks pool. WW UK Wholeness Registrar recruits participants and administrates the local event management and organisation.

More than one-third of women who participate in the Skills workshop take this advanced workshop, which is a requirement to join the Woman Within leadership tracks. After a gap of several years, the UK runs this workshop every 18 months and is the only Region outside the USA to run this workshop, consequently it has strong participant support from English-speaking women in the Sacree Femme! and WW Germany communities and a few women from Australia and South Africa. Recruitment for the 2015 Wholeness workshop has struggled to reach break-even (31 participants). Consideration is required to the timing of the next (2017) Wholeness workshop to ensure sufficient new Weekend initiates have joined the UK community.

ACTION POINT

Currently many US staff are required to staff and as a result this workshop is expensive to run. Current cost: £725 for WW UK members; £750 for non-members

The current cost does not fully reflect venue price increases (Juniper Hall), which has increased this workshops break-even in 2015 to 31 participants (out of a maximum capacity of 36). It is a priority to find a cheaper venue for the next Wholeness workshop.

ACTION POINT

Authenticity workshop

This new workshop, developed by Weekend Leader, Dale Herink ran for the second time globally in the UK in September 2015. This workshop has no pre-requisites and with simple venue requirements (DVD facilities) could, in future, run in a lower cost venue, or even a woman's home, making it an attractive new entry point to the WW UK community. Furthermore, the workshop leader is happy to train women to give this workshop; protocols to be agreed.

Current price: £175 for members, £200 for non-members - based on using a more expensive venue than required.

Research indicated strong demand for this and two other new WWI workshops (February 2015 survey) amongst the WW UK community. However, recruitment struggled to achieve anticipated numbers and the workshop ran with 12 participants (cax 20), despite a special price promotional offer to the leadership track (one offer accepted) and support from MKP (3 non WW UK participants recruited, plus more women for the Weekend workshop). A central London venue was selected for this 1.5 day non-residential workshop to optimise accessibility to the majority of the WW UK community which is based in the London and Brighton areas.

This workshop can run with between 6 and 20 participants. Consideration to be given to making this workshop a regular calendar event. Costs and thus the participant fee, can be reduced by choosing a cheaper venue and timing the workshop to coincide with Dale Herink's Weekend Leader commitments in the UK/Sacree Femme! **ACTION POINT**

This new workshop is not based on paying WWI a royalty, but a flat fee to the presenter of US\$1000 for up to 10 participants, plus US\$100 per additional participant. WWI have asked for a profit share, but are unwilling to share in any losses, This has not been agreed by WW UK and WWI are responding to WW UK views.

Other WWI workshops: Heartfulness, Shedding Shame, Weekend part 2, Couples etc can be requested. WWI are establishing protocols for acceptance of requests.

Other non Woman Within branded workshops offered by WW UK

Each region is at liberty to develop their own workshops, but these cannot be branded Woman Within unless/until recognised by WWI.

Transition Circles

WW UK has developed Transition Circles - a series of 4 virtual Circles to support Weekend participants integration into everyday life of the insights and new-found skills gained on their Weekend. These nurturing, much-appreciated virtual Circles which run after each UK Weekend, have garnered considerable interest from the global Woman Within community and now are being offered by Sacree Femme! and WW Germany, with other Regions asking for support in providing this service for new initiates.

Cost: £40

Let's get clear about Clearing

WW UK offers Roxy Grimshaw's 'Let's get Clear about Clearing' usually upon demand by a Circle and held locally to that Circle. Cost: £35 members, £60 non-members. No pre-requisites.

Leadership training

FiT training - under the guidance of Juliette Clancy, gives FiTs the opportunity to practise their skills and Weekend initiates to benefit from additional process work at a very reduced price.

Dates to be arranged for 2016

ACTION POINT

TL training - supervised and initiated by Sue Baxter and Pam McLeod ran for the first time in August 2015. Further trainings to be discussed with Sue Baxter

ACTION POINT

New opportunities

Juliette Clancy has offered a new workshop to WW UK community members. Further discussion required on remuneration, venue, participant pre-requisites, recruitment etc

ACTION POINT

Mellon Horsell has developed and trialled an Anger workshop.

Alison Davis is interested in developing a Divine Feminine workshop

Mirabai Galashan has a teenage workshop and has developed a 'Tune up your Circle' workshop. Mirabai regularly comes to the UK from South Africa to visit family.

Other WW UK events

Honouring

In recent years the post Weekend Honouring ceremony for new initiates has been poorly attended and an annual Celebration developed to replace them. In retrospect, this may be counter-productive in promoting 'word of mouth' which is the prime recruitment tool for WW UK.. Honouring ceremonies are attended by family and friends of new initiatives and are well-supported by MKP men.

It is proposed that Circles arrange local honouring ceremonies for new initiates in their area.

ACTION POINT

Annual Celebration

The annual Celebration on the first weekend in June is based in central London (Initiatives of Change, Greencoat Place) The WW UK AGM precedes the Celebration and honouring ceremony which also is used as a fund-raising event for Bursaries, as well as an opportunity for the community to reconnect, supported by MKP, family and friends.

In 2016 WW UK will celebrate its 20th anniversary in a special event: *Honouring the Feminine*. A small team including Paula Alter, Liz Marsh and Annie Bate is tasked with organising this special event. Venue is booked. Events, pricing, invitations etc to be arranged and confirmed.

This event will be used by the newly appointed Steering Circle to relaunch Woman Within UK for the next 20 years

ACTION POINT

Who are our customers?

Women aged over 18, from all cultures, backgrounds, belief systems. Mainly resident in the UK. However, women with confidence in their English language skills may and do apply from across Europe, South Africa, the Levant and beyond.

Most women come to Woman Within through word of mouth:

- primarily through their partners or male friends who have taken part in the New Warrior Adventure run by The Mankind Project (www.mkp.org.uk)
- secondarily through family, friends or business co-workers who have completed the Woman Within Weekend workshop and invited a woman to visit the website to learn more
- and finally having been invited to attend a Woman Within circle. This is a planned GROWTH route to the weekend and other workshops

Location

Germany in particular provides many Weekend participants: a result of its new market energy. WW Germany will run its first Weekend in 2016, which may stem the flow from this source.

Sacree Femme! has a waiting list of 100 women and will share a Weekend with WW UK in February 2016; the first bilingual Weekend since 2005 - the launch of Sacree Femme!

It should be noted there are vibrant MKP communities in Ireland, N Scotland and Manchester, these are potential sources of new women for WW UK

The majority of the WW UK community are based in the London/Brighton corridor.

Primary target audience: women who are on their 'journey'. They are more likely to be mid-life: 30 -50 years, middle class, above average education. More importantly they will have been in therapy at some point in their lives and/or undertaken some form of personal development course already eg Landmark/Forum. They are empowered, confident and expect professionalism. They are looking to be their best possible self, have healthy relationships and find connection with like-minded women. They may find it easiest to take a 'leap' into the dark and sign up for the signature Weekend training without further introduction.

The next target audience are struggling – not getting quite what they want from their life. Perhaps a bit younger. They may have been 'told' to look at Woman Within by their male partner or male friends who have done the Mankind Project New Warrior Adventure. They want to understand themselves better; why they react the way they do; and find their true self. The Weekend training may be an emotional and financial step too far. For these women in particular, the ability to attend a Woman Within Circle before committing to register for the Weekend, may be a perfect introduction to the benefits of Woman Within.

The final target audience can be in emotional, intellectual or spiritual pain and are looking for a way out. These women may have been recommended by to Woman Within by their female or

male friends who are desperate to help them. However, these courses are NOT therapy and the course may not be appropriate for some, for whom professional help might be preferable.

What do they currently think and feel?

All women will know very little about Woman Within: the Weekend or Circles.

What they HAVE heard may sound 'cultish' if their women friends have been secretive about what happens and what they experienced on the weekend. Friends or family members may have appeared over-zealous or hyper after their weekend.

To some, the idea of joining a community of women may sound dreadful: a reminder of bullying school days, being 'cast out' of the clique, the horizontal ladder and bitchiness in the workplace.

Women coming to the weekend through MKP recommendations may be fearful if their male friends have told them anything about *the Adventure* training and have expectations of a fairly brutal awakening into a new life. In addition MKP men may push the Weekend on women who may not like being told what to do!

What do we want them to think and feel?

They should feel that the environment created by WWUK is safe, trustworthy and professional. That Woman Within will support them to deepen their self-awareness and growth, or at a crossroads in life; that Woman Within is a SAFE place to BE and GET what they want for themselves.

- Woman Within UK is part of a global, not for profit network of women dedicated to being the best they can be.
- Woman Within workshops and Circles have been developed BY women, FOR women.
- Thousands of women from around the world have experienced the transformative power of the signature Woman Within Weekend training and sit in Circle to continuously grow and connect – being seen, heard, challenged and accepted by like-minded women on their own healing journeys.
- It is a women's organisation supporting personal authenticity; the true feminine; soft power - strong AND loving women
- What women can expect to get out of being part of the global Woman Within community – by joining a Woman Within Circle, taking part in the Woman Within Weekend and beyond.

Woman Within brand positioning/key message:

Know yourself: BE THE BEST YOU CAN BE

What's the market like out there?

It is noteworthy that participant numbers in the USA have been falling over the last few years and the number of Weekend workshops reduced as a result. The highly regarded Wholeness workshop ran at a loss for the first time in the USA in 2015. However, new/emergent WW Regions: Hawaii, Sacree Femme!, Germany, South Africa, Western Australia fill easily and are unable to fulfil local demand. A similar pattern emerges for MKP globally.

A slowdown in demand in established markets is not uncommon: early adopters have been and gone and the IP/concepts which 20 years ago were cutting edge, have become more mainstream (see Pixar's summer blockbuster film: 'Inside Out' and the proliferation of personal development courses run for and by established business in the UK).

In the UK, self-funded personal transformation work is the province of one or two established organisations like Landmark/Forum, where numbers per seminar have fallen from 200 to 50; small, highly targeted organisations with 'newer' tools eg Shadow-work, WiP, Band of Brothers and the rapidly growing personal/business growth companies and support networks like Sheryl Sandberg's 'Lean In Circles' for business and the WiP affiliated Red Tent Movement.

Growth in established markets appears to lie in four areas:

- i. accessibility of the offer - low cost of entry, high frequency, multi-locations etc
- ii. networks of continuous support (and application of workshop insights and tools)
- iii. targeted offer for new, harder to reach audiences often with clear social purpose cf Band of Brothers
- iv. new leading edge tools/workshops eg Family Constellation, PSYCH-K

Woman Within IP is based on Jungian archetypes, a shared start point for MKP, WiP, Celebration of Being and their 'spin offs' as well as for Shadow work and it's growing leadership team in the UK. The products and services offered by these organisations are not strictly competitive, rather they are complementary. The Woman Within Weekend is more established and provides a more nurturing, gentle introduction to this sort of work; unsurprisingly, many Woman Within initiates later take courses from these other providers. This common ground in terms of shared IP and the way people move between organisations different offers could provide an opportunity for collaboration and partnership working. From developing a shared bespoke site to marketing and public speaking.

ACTION POINT

There is a groundswell of demand from women for ways to connect that are more meaningful than 'ladies who lunch' and the cosiness of a book club, or knit and natter group. The significance and importance of Woman Within Circles to the future health of the UK organisation cannot be understated. Competitive offers are springing up rapidly, WW UK must not 'miss the boat'.

ACTION POINT

How will we contact our customers?

1. Word of mouth is the main 'selling tool' and must be supported and incentivised to maximise its power
 - a. member get member incentives such as lifetime membership, priority staffing, personal acknowledgement from SC after x introductions
 - b. MKP Centre Manager to be kept regularly informed of our events; WW UK to attend every MKP Celebration and speak; supply copy for Spearhead and blog; provide (access to) collateral material for MKP men to distribute
 - c. Collateral/print material to be made easily available (downloadable pdfs on the website) for women to distribute through their business, at their yoga/pilates class, Farmers Markets, festivals, alternative therapy centres etc
 - d. New initiates leaving pack to contain conversation cards and business cards for them to (personalise and) distribute
 - e. Known Circles to be provided with conversation cards, business cards, Circle invitation leaflets etc to disseminate

2. Open Circles are a powerful way of introducing women to our work. Every Circle to be asked to run Open Circles, either through inviting women to a normal Circle meeting or running Open Circles. Ideally Open Circles would be held regularly by existing Circle members. Women attending Open Circles can be encouraged to attend a Circle Training, which can be brought to them/their locale and to become Associate members of WW UK, which will put them on the database and provide them with discounted price (open) workshops: Weekend, Authenticity, Circle Training, Let's Get Clear about Clearing. Attendance at a Weekend at some stage is not required, nor should women feel pressured into this

3. Social media: Facebook, Twitter, Blog, webinars

4. Website: www.womanwithin.org.uk This is a prime resource to which contacts should be driven to learn more about WW UK, to become a member, to register for a workshop/Weekend, to join/start a Circle, to buy gift vouchers/gifts to introduce friends and family etc. CRM capabilities will not be functional at launch and this is a priority to resolve. Once launched, the website will need refreshing and developing continuously. Jules Brook has been asked if she could help in developing a 'vox pop' video for the website and WWI have offered a 'free gift' video by Joanna Klein for us to embed in the website.

ACTION

POINT

5. Direct marketing: mailing programme to contacts and community (see Communications Plan for 2015/2016)

6. Staffing the Weekend is a prime connection and recruitment tool for starting new Circles, joining a Circle, promoting advanced workshops such as Skills, Wholeness and for encouraging women to join the leadership tracks

4. FREE advertising

- f. NetMums
- g. relevant freesheets eg sustainable healthy living

5. PR/web links to better known organisations who can increase WW UK profile. For example:

- The Guardian Women's pages: events listings, blog
- local radio stations near to a Weekend venue

6. Attendance at 'tradeshows', exhibitions and festivals

- eg take a stand at WOW (Women of the World) an annual festival featured on Radio 4s Woman's Hour for the week (Woman's Hour broadcast from the South Bank, London for the week of the festival, interviewing speakers etc)

Operations and logistics (to be completed)

Include Nadia's process map

Event organisation - critical timings (for example):

- venue selection and booking 18 months before planned event

- WWI advise planned events for annual selection of WLs (at least 6 months preceding January)

- Leadership track advise planned event dates (at least 4 months preceding January)

payments

supplies

transport

legal requirements

Insurance

risk assessment/policies

Costs and pricing strategy (to be completed)

Insert Nadia's data on costs by course

Insert running costs, for example:

website administration and update of plug-ins and security,

database/CRM Salesforce administration, cost of mailings

supplies purchase and storage

bank charges, plus credit/debit card charges, Paypal charges, currency exchange

professional charges eg accountancy, insurances

travel and expenses budget

Leadership track remuneration and overseas leaders travel

Plan for remuneration of volunteer posts eg honorariums for all, but priority for a UK Marg, and for the staffing coordinator

Compare pricing vs WWI and other regions (we are at top end of global pricing)

Members vs non-Members pricing (members price £25 lower)

Review deposits - suggest maximum required is 20% to secure place

Review payment plans, offer regularly cf Wholeness offer 2015

Cost reduction planning - priority VENUES (see attached paper on ideas), also transport of supplies to venues

Reserves: committed (website development, 20th Celebration)

Fund raising and fund development plans

Financial forecasts (to be completed)

2015/16 budget

cashflow forecast

back-up plan for failure to meet recruitment targets, unexpected losses
(monitoring and action milestones)