



OUR STRATEGIC QUEST

Destination 2029

Staying rooted in our strong foundation of purpose and people, explore how we might continue to build a durable, diverse, and differentiated Vivayic.

Strategic Outcomes

What we want to accomplish by 2025

Durable

We have made measurable progress toward building the foundation and future plans to ensure Vivayic is a 100-year company built to outlast any one person on the team.

Future-Ready Strategy

Data gives us insight and visibility into the performance of our core business model and an actionable plan to sustain, diversify, and grow revenues.

Durable Talent Strategy

Our talent strengths, gaps, and needs have been mapped and guides our talent development efforts and intentionally cultivate our talent pipeline.

Nimble at Scale

We have struck a balance between our core models and processes and being nimble at scale. Our approach is relevant, smart, and durable.

Diverse

We believe that diversity drives innovation. We understand and live the principles of diversity, equity and inclusion in every way: our team and clients, our mix and business models and our partners and allies.

Be Clear

We have fostered a dialogue about diversity, equity, and inclusion, clarified what it means for us in our day-to-day and have articulated clear statements of belief and action.

The Role of Equity

We have deepened our understanding of the role of equity and equitable outcomes as it relates directly to our craft (learning) and to the results clients are striving to achieve. That understanding informs all functions in our business.

Work with Partners in the Space

We have established more partnerships and client relationships with organizations working to address discrimination and inequity.

Purpose

We build others' capacity to do good in the world.

Vision

Making a lasting impact on groups and organizations who strive to:

- Sustainably feed the world
- Make education relevant and effective
- Serve the underserved and marginalized
- Support people-first companies

Differentiated

We have evidence that our intentional efforts around R&D, marketing, and clarifying our value proposition are positioning us as unique thought leaders in our space.

Telling Our Story

Our unique value proposition to the audiences we serve is well-defined, and it is present throughout every touchpoint of the client experience.

Solution Excellence

We have data and evidence that our solutions work and have implemented a process to incubate new solutions and enhances to existing offerings.

Owning Our Impact

A handful of simple metrics have been identified to measure and communicate the effectiveness of our solutions and our 2029 Vision impact areas.

Sustaining Strategic Initiatives

1 Healthy Culture

We own the health of our culture and hold each other accountable to cultivating Vivayic as an amazing place to work. (E.g., Engagement Survey Results)

2 Happy Clients

We show up and do what we said we would as we help build our cligoodent's capacity to do in the world. (E.g., Net Promoter Score, % of Repeat Clients)

3 Captured Revenue

We all actively play a part in reaching our captured revenue goal each year and we celebrate financial success as a team. (E.g., % Scheduled, % Est., Project Metrics)

1 Biz Dev and Marketing Muscle

We use our proven model for cultivating new business and invest in marketing to bring in new clients. (E.g., # of New Clients, Referrals)

5 Field of Hope Progress

Collectively contributing to the success of Field of Hope gives us an opportunity to live our purpose as a team. (E.g., % of current effort complete, Feedback)

6 Talent Pipeline

We continuously work to cultivate a broad and deep bench of talent to meet our evolving resourcing needs. (E.g., # of people in the pipeline)

7 Leadership Capacity

We invest in building our team's capacity for servant leadership and hold each other accountable to demonstrating these qualities daily. (E.g., TBD)

8 Learning-first Habits

We invest in our capacity to advise on strategy, trends, research, and tools using evidence-informed models and practices. (E.g., Playbook use, PD Budgets Used)

9 Resource Efficiency

Our people are our most precious resource, we invest in the systems, tools, and habits needed to ensure we're operating at our best. (E.g., Project Time Rate)