

PARTNER ATTRACTION PLAN

Introduction

We want to share our partner attraction plan with you so you can quickly figure out whether you want to work with us – and vice-versa. This plan briefly addresses five questions:

- 1. What is the purpose of The 60 Summits Project?
- 2. What kind of partners does The 60 Summits Project intend to attract?
- 3. Who is a perfect partner for The 60 Summits Project?
- 4. What can you expect from the people of The 60 Summits Project?
- 5. What is it like working together?

What is the purpose of The 60 Summits Project?

The 60 Summits Project is a grassroots initiative that is creating a multi-stakeholder community of likeminded people who intend to:

- Prevent needless work disability by helping people stay employed;
- Upgrade the performance of workers' compensation and disability benefits systems by employing a multi-stakeholder collaborative approach to:
 - mitigate the impact of illness, injury or impairment on each individual's ability to function at work, and
 - promote the economic vitality and productivity of workers, employers, and local economies;
- Inform people about the new work disability prevention paradigm and the American College of Occupational & Environmental Medicine's recommendations for improving the stay at work and return to work process;
- Inspire and convince people to take action to make those improvements and cooperate under the new paradigm;
- Lead by example and support each other in actually doing these things ourselves;
- Within our community, enable buyers and sellers of products and services that effectively prevent needless work disability to find each other so that they thrive and prosper;
- Grow our community until people across North America are employing this new multi-stakeholder, collaborative, and problem-solving approach, and it eventually becomes the norm everywhere.

What kind of partners does The 60 Summits Project intend to attract?

We aim to attract people and organizations that are a "perfect fit" for us because it's so fulfilling and satisfying to work together – a mutual pleasure. We say there's a perfect fit if:

- What we offer is what you want and need;
- The way we deliver our services and products is what you have been hoping for;
- Our prices are just right.

What kind of partner is a "perfect fit" for The 60 Summits Project?

(Please see next page.)

What kind of partner is a "perfect fit" for The 60 Summits Project?

So far, we have found that people and organizations who are a perfect fit for us share some important qualities. You may be a perfect fit for us if:

- You are uncomfortable with what you see happening today the humans being hurt and the money being wasted.
- You are "up to something big" -- you're out to improve "the system" in your own practice, your organization, your membership, your community, and/or your state/province;
- You are attracted to the purpose, framework, values, and design of the 60 Summits Project;
- You see and seize the opportunity for both yourself and your organization in what we offer;
- You are professional and capable, want to do what is right, and are aiming for excellence;
- You are willing to let us all be human beings who occasionally goof up or drop the ball;
- You are comfortable with the idea of working in partnership with us;
- You want us and The 60 Summits Project to thrive and are happy to acknowledge the value we deliver with financial support so we can keep passing it along;
- You are easy to talk to and fun for us to work with: smart, sensible, and good-humored.

What can you expect from The 60 Summits Project?

In our relationships with local groups, we are also committed to:

- Helping you create a milestone of a Summit and follow-up that really makes things happen;
- Being inspiring, stimulating, and a breath of fresh air;
- Listening for what you are dealing with;
- Sharing with you the wisdom and experience gained from our work with other affiliates;
- Advocating strongly that your planning process, Summit event, and follow-on activities remain aligned with the purposes of The 60 Summits Project;
- · Providing support and standing for your success even when you can't believe things will work out;
- Keeping everyone focused on making better things happen rather than complaining or explaining.
- Being transparent, trustable, and delivering what and when we say we will;
- Providing a reliable and professional administrative and financial infrastructure;
- Speaking straight when things don't work out as expected, and cleaning it up;
- Being great to work with and part of your team.

So, what's it like working together?

We and our perfect partners are each free to be:

- Expert, confident, and relaxed;
- Imperfect;
- Authentic, trusting, and tolerant.

And so, these relationships also supply us each with:

- Friends and colleagues;
- Opportunities to make contributions to each other;
- Ways to make a difference that can benefit hundreds, thousands, or millions of people and companies.

Jennifer Christian, MD, MPH Chair, The 60 Summits Project jennifer.christian@60summits.org David Siktberg, MBA Executive Director david.siktberg@60summits.org Diana Cline, MSW Manager, Summit Liaison diana.cline@60summits.org

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