



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

**YMCA OF GREATER
CHARLOTTE**

**STRATEGY TEAMS
LAUNCH**

WHO WE ARE

MISSION	To put Christian principles into practice through programs that build healthy spirit, mind and body for all
VISION	Be a catalyst to transform lives and communities
TEAM	Be a highly engaged team that will grow the Y's reach, impact and resources with unrelenting determination





TEAM

- ORGANIZATIONAL DESIGN
- CULTURE

MEMBERSHIP

- MEMBERSHIP FIDELITY

INVESTMENT

- ASSET OPTIMIZATION
- DIGITAL INTEGRATION

VOLUNTEERISM / PHILANTHROPY

- DONORSHIP INNOVATION
- CASE NARRATIVE

PROGRAMS

- CUSTOMER DRIVEN INNOVATION

NEW/NEXT REALITY TIMELINE

SHORT TERM

**PROTECTION
MODE**

NOW TO OPEN

MID TERM

**EARLY
RECOVERY**

THROUGH 2020

LONG TERM

**GREAT
RETOOLING**

2021 & FORWARD

STRATEGY TEAMS CONCEPT:

1. Hub & Spoke

- **The evolution of a network of teams often begins with a central team launching a few primary response teams...quickly**

2. Driven by Consumer Sentiment

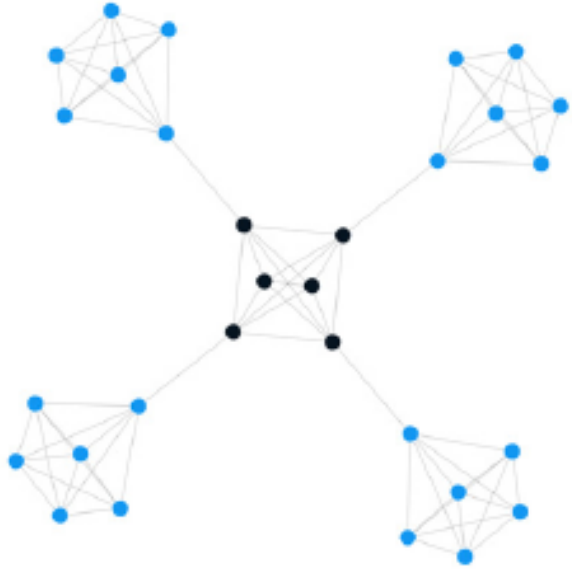
- **Prepare for the 'bounce back' AND the 'forever-changed' customer**
- **And...Government Guidelines**

3. Teams are Small, Flat, Nimble & Interconnected

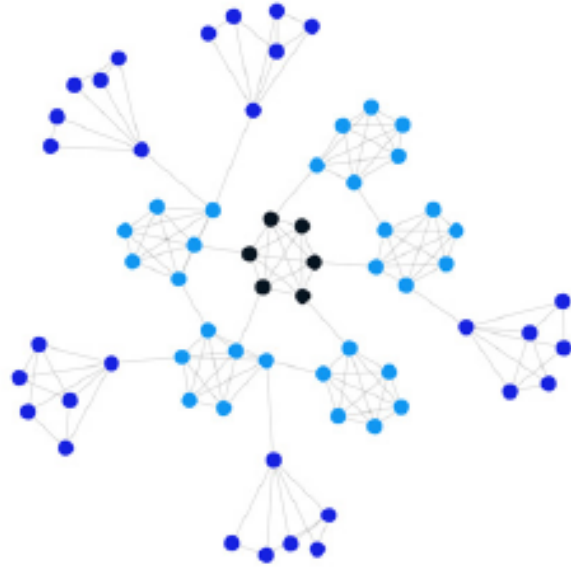


The hub-and-spoke model evolves into a network of teams when peripheral teams start connecting and collaborating directly with one another.

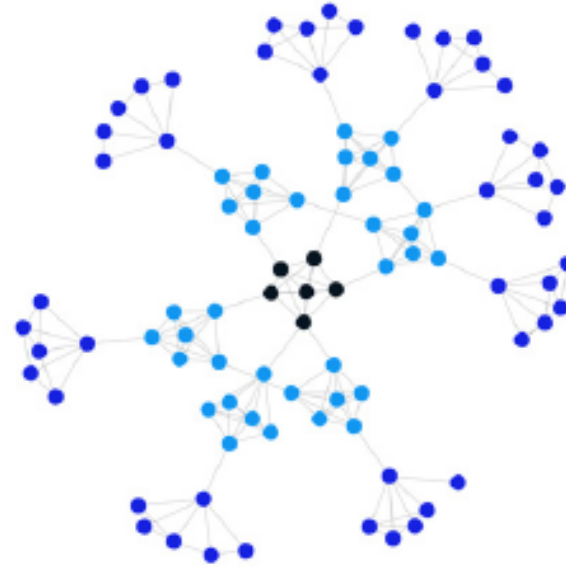
Central team with
response teams



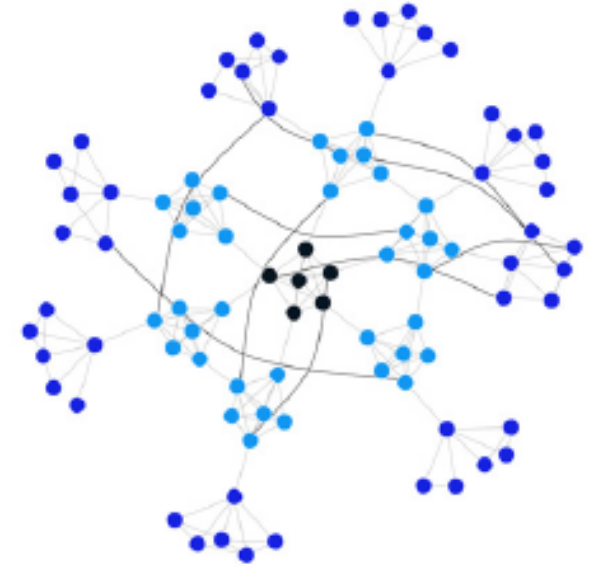
Hub and spoke
with subteams



Hub and spoke with
additional subteams

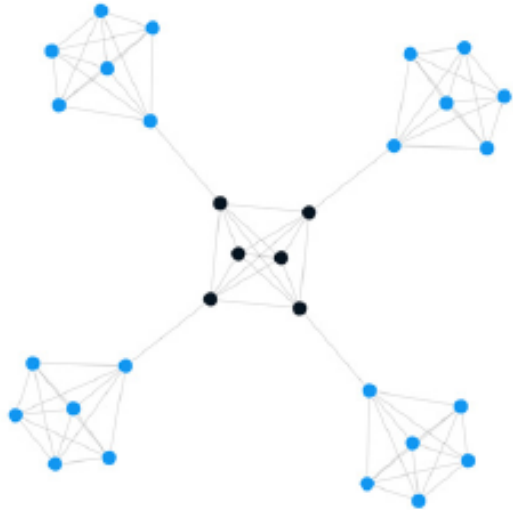


Network of teams



STRATEGY TEAMS CONCEPT

HUB & SPOKE



CUSTOMER SENTIMENT



FAST, FLAT & NIMBLE

