



THE SIX-MONTH STRETCH

**TRANSFORMING
VISION TO ACTION**

*... For Deeper Faster
Impact*

Investigate: www.seed-ny.org. Inquire: (718) 793-6509, or info@seed-ny.org

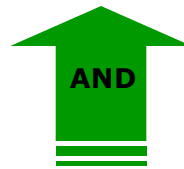
SEED begins its work with program teams
by asking, “what is the **big dream**
for your work?”

The gap

between results and potential is
too wide.

The **Six-Month Stretch** is SEED's invitation to **narrow the gap** between

POTENTIAL



RESULTS

SEED's Six-Month Stretch is **unlike** any
strategic planning,
goal setting,
task-delegating process you've ever tried.

FOUR UNIQUE FEATURES:

1

A 7-tool, 124-element **diagnostic battery** makes clear how well any program is performing and **what stands between** its results and potential.

**FOUR
UNIQUE
FEATURES:**

1

**DIAGNOSTIC
SEEDING THE VISION**

FOUR UNIQUE FEATURES:

1

**DIAGNOSTIC
SEEDING THE VISION**

2

A **rating system** suggests priority **opportunities** to leverage the best possible results.

**FOUR
UNIQUE
FEATURES:**

1

**DIAGNOSTIC
SEEDING THE VISION**

2

**GROUNDING
THE
VISION**

FOUR UNIQUE FEATURES:

1

**DIAGNOSTIC
SEEDING THE VISION**

2

**GROUNDING
THE
VISION**

3

A six-month planning
process
creatively stretches
teams to unlock
their next level of
potential.

**FOUR
UNIQUE
FEATURES:**

1

**DIAGNOSTIC
SEEDING THE VISION**

2

**GROUNDING
THE
VISION**

3

**CREATIVE
STRETCH**

FOUR UNIQUE FEATURES:

1

**DIAGNOSTIC
SEEDING THE VISION**

4

An **on-line tracking** system encourages **reflection** and **innovation** as plans unfold.

2

**GROUNDING
THE
VISION**

3

**CREATIVE
STRETCH**

**FOUR
UNIQUE
FEATURES:**

1

**DIAGNOSTIC
SEEDING THE VISION**

4

**INTENTION
TRACKING**

2

**GROUNDING
THE
VISION**

3

**CREATIVE
STRETCH**

Teams embrace these questions...

to *stretch*
program
performance
every six
months.

1

What is our **current performance** and **potential**?

What is our **next level of scale**?

4

How much more might we achieve through **frequent reflection** and **ongoing innovation** as plans unfold?

2

Which **two opportunities** offer the most promise to leverage **maximum results** in six months?

3

What are some creative actions we can take to **grow our reach** and **deepen our impact**?

ANTICIPATED RESULTS AT THE END OF SIX MONTHS

✓ **Closing the gap** between results and potential

Now our staff, board, volunteers, funders and friends can all see our results!

✓ Team work infused with **innovative** thinking and action

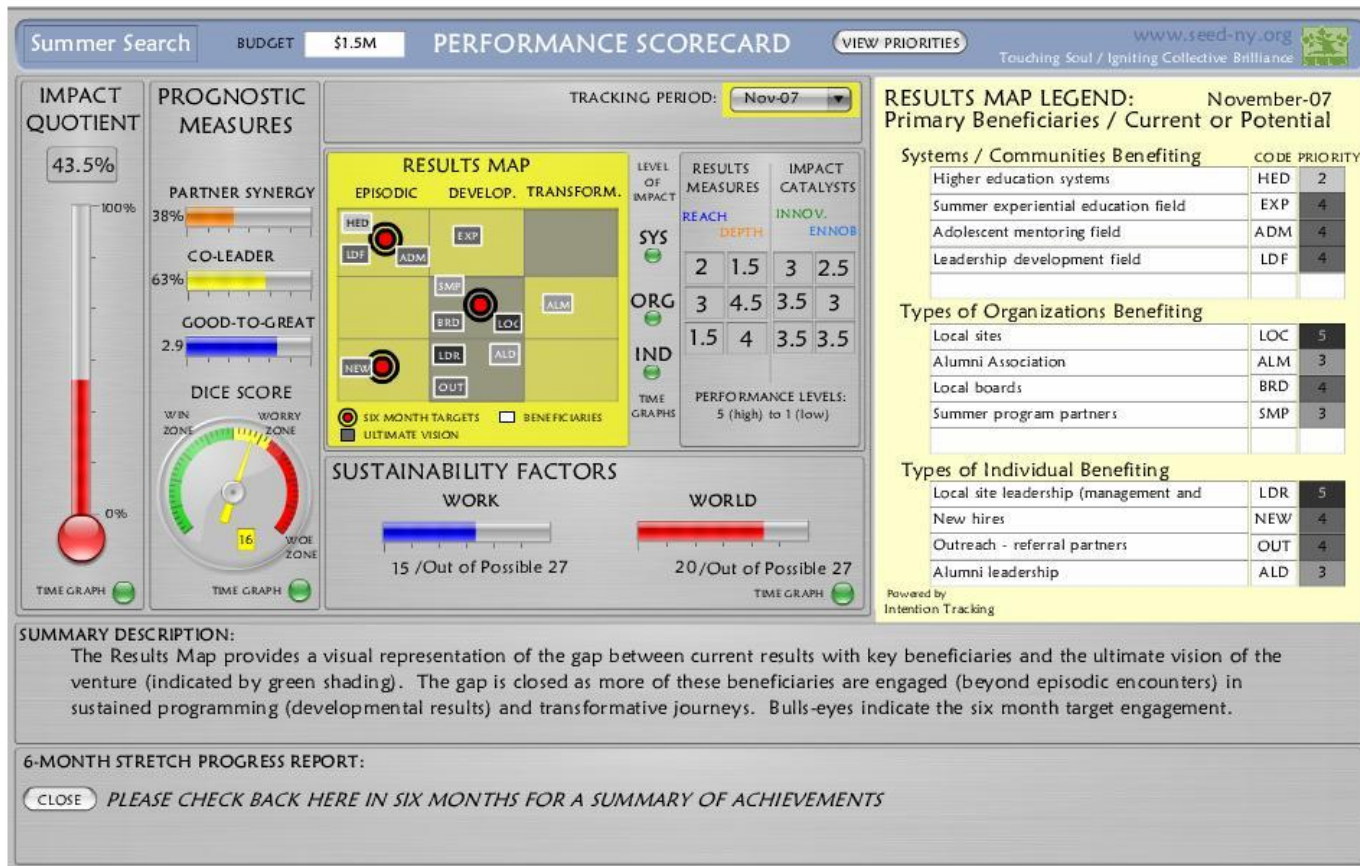
✓ Extraordinary **performance** practices taking root

✓ Dreams and ideals more fully expressed in the work and demonstrated through **results**

THREE TOOLS MAKE RESULTS VISIBLE

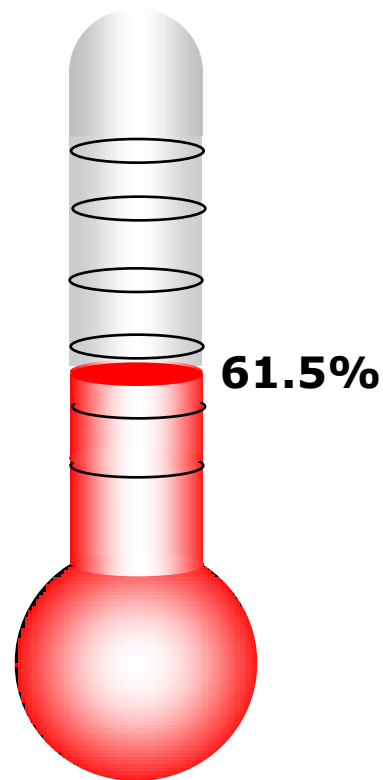
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Dashboard performance scorecard tracks time-series data.



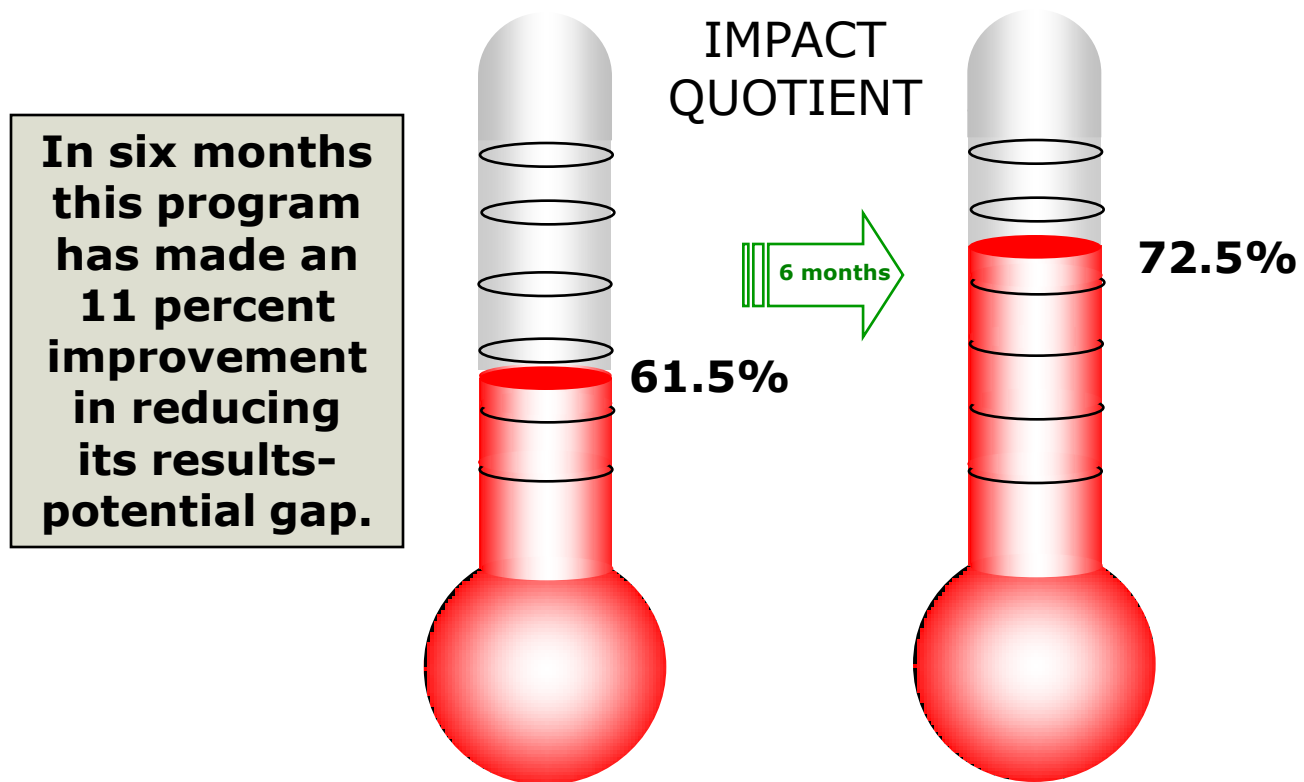
THREE TOOLS MAKE RESULTS VISIBLE

- 2** The Impact Quotient demonstrates progress in a single rating... gauging **how close** a program is to its best possible results.



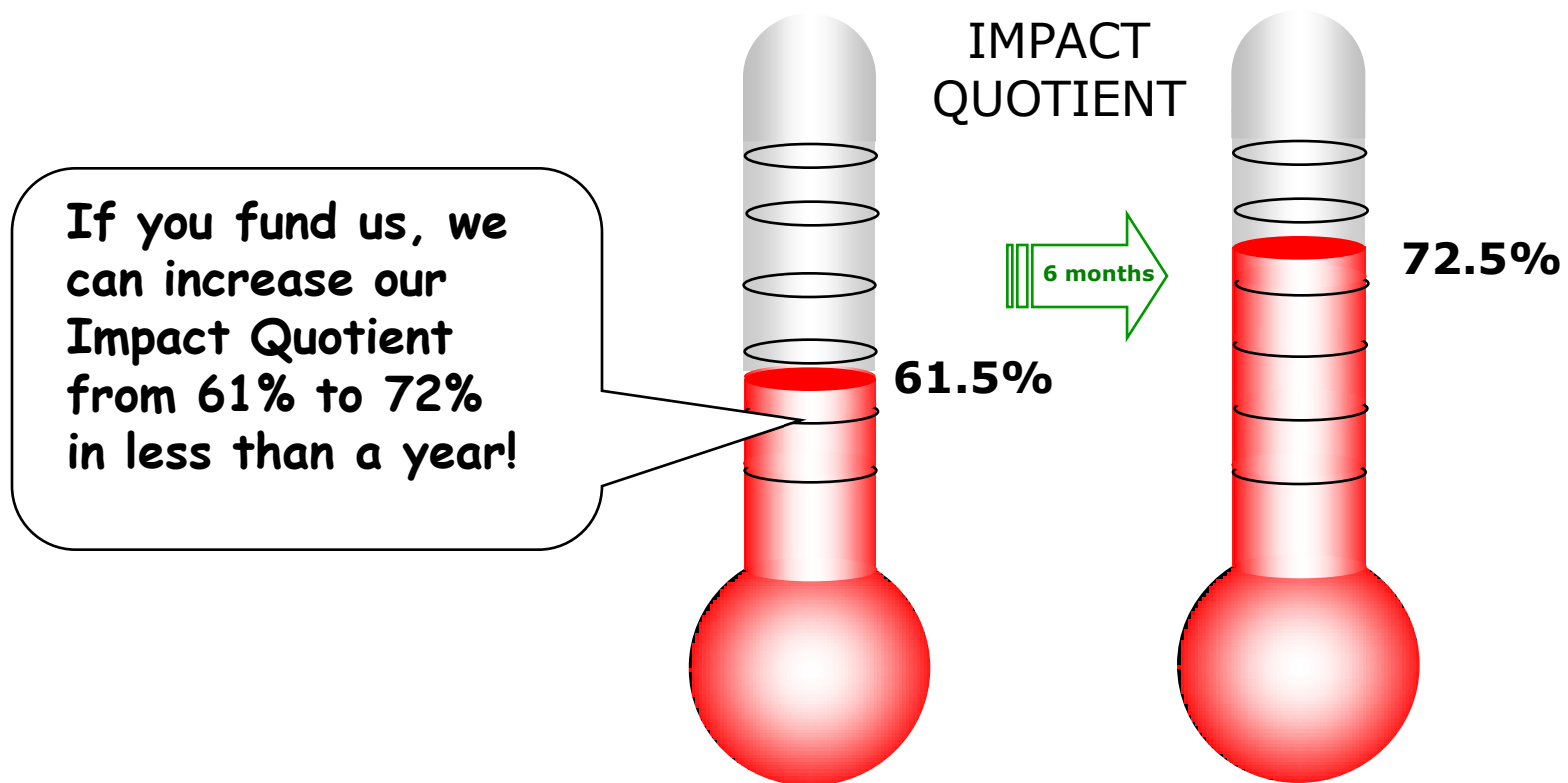
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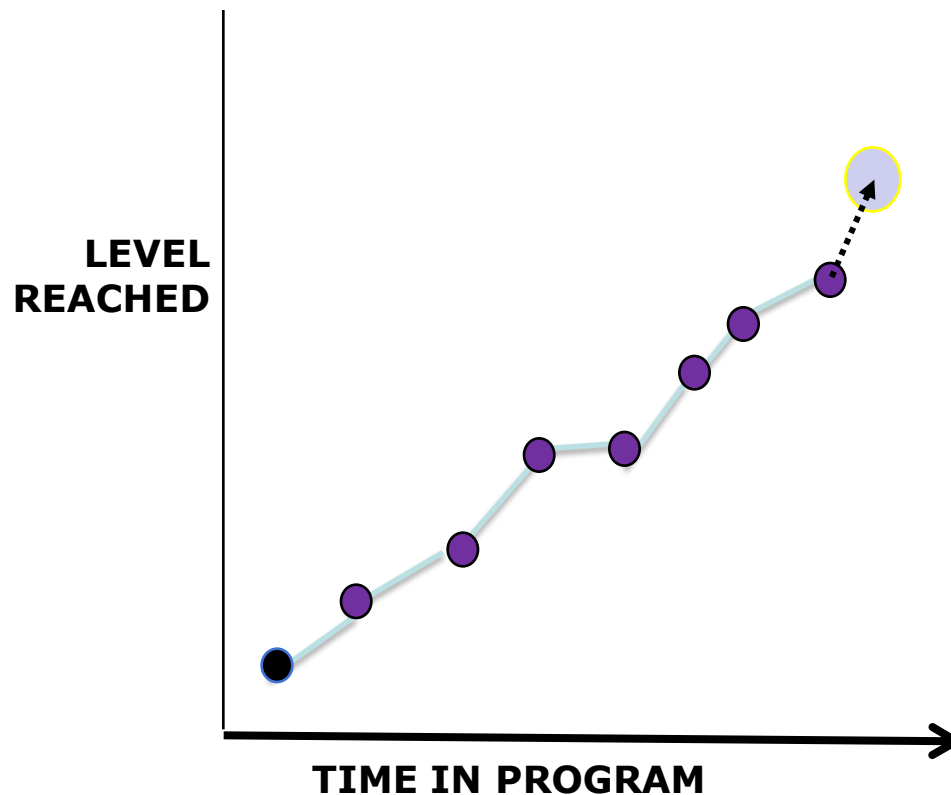
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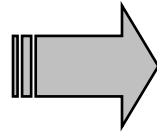
- 3** Results Graphing is a complementary tool offered to make the Six-Month Stretch even stronger.



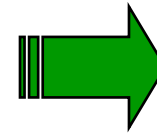
The Six-Month Stretch builds
on the best elements of
strategic planning and other
models to close the gap between
results and potential.

WHICH APPROACH BETTER IMPROVES PERFORMANCE?

INCREMENTAL CHANGE



STRATEGIC PLANNING



SIX-MONTH STRETCH

Tackling ONE challenge AT A TIME
Actions are LOOSELY COORDINATED
Accountability is linked to REDUCING NEGATIVES
The motivation is to make PIECEMEAL IMPROVEMENTS
The focus is on IMMEDIATE PROBLEMS

Aiming to deliver the OPTIMAL SOLUTION
Actions are LOGICALLY LINKED to achieve an end result
Accountability is linked to the BOTTOM LINE
The motivation is to get a MAJOR IMPROVEMENT
The focus is on some FUTURE TARGET

Realizing IMPACT in MULTIPLE opportunities
Actions are CLOSING THE GAP between results and potential
Accountability is linked to raising the IMPACT QUOTIENT
The motivation is to engage in CONTINUOUS INNOVATION
The focus is on PRESENT OPPORTUNITIES

SEED ACTIVE CLIENT ROSTER

- **Algiers Charter Schools (New Orleans)**
- **Artists Striving To End Poverty**
- **Georgia Parent Information And Resource Center**
- **Illinois Dept. Of Health And Human Services**
- **LEAP, Inc.**
- **Partnership for Higher Education in Africa**
- **Trinity Boston Foundation**
- **Summer Search**
- **25+ Journey Mapping Clients**

"Thank you for your work with us. Your tools are amazing and your perspective and expertise are invaluable."

--David McKinney, VP Public Allies, Inc.

ARE YOU INTERESTED?

If you want to invest in striking measurable results across an exciting portfolio of social change initiatives...

CONTRIBUTE TO OUR ADVENTURE FUND.

If you are drawn to a particular program and want to support a Six-Month Stretch of its current work...

SPONSOR AN INITIATIVE.

Share your thoughts. Contact us.

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GETTING STARTED

- 1** Contact SEED to arrange a time for a phone conversation. During the call, we will determine together if Results Graphing is the right tool and how to proceed.
- 2** SEED will set up a customized test site using materials and information you provide. We will then meet by phone to walk through the site together and make enhancements.
- 3** Once the site is ready for use, SEED will provide step-by-step instructions for all intended users and continuous technical support as needed.

It's that easy.

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