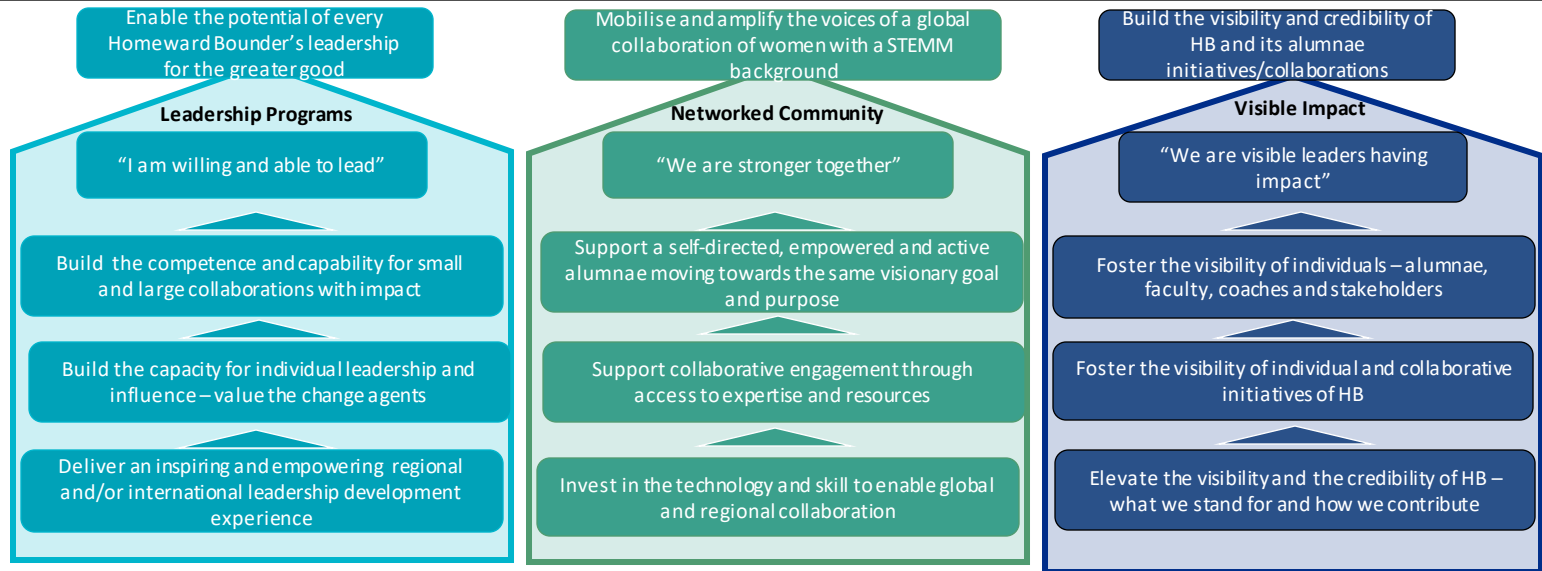


# Homeward Bound Strategy 2021

## PURPOSE

We amplify the voices of a global leadership network of STEMM women to foster a sustainable planet

**VISIONARY GOAL:** By 2036 we have supported and engaged a globally diverse leadership network of 10,000 STEMM women who are ensuring the sustainability of our planet



Establish a credible, diverse, sustainable, global and regional faculty and operations team

Generate significant and sustainable funding to enable the business model transition for faculty, technology and regionalisation

**Collaborative**

**Inclusive**

**Legacy-minded**

**Trusted with assets  
(money & people)**

# HB VALUES

## VALUES SUPPORTING BEHAVIOURS TO ENSURE ETHICAL LEADERSHIP AT ALL LEVELS AND IN ALL CONTEXTS



### STRATEGIC OBJECTIVE

### SUPPORTING BEHAVIOURS

<b>COLLABORATIVE</b>	<ul style="list-style-type: none"><li>- we work together to common cause</li><li>- we take on leadership roles and accept responsibility</li><li>- we actively seek input (ideas and expertise) to advance what we do</li><li>- we are decisive when the process requires</li><li>- we are collectively accountable for the outcomes</li></ul>
<b>INCLUSIVE</b>	<ul style="list-style-type: none"><li>- we include diverse voices</li><li>- alumnae and our broader network can help shape Homeward Bound</li><li>- we enter dialogue inclusively to generate ideas and solve problems</li></ul>
<b>LEGACY-MINDED</b>	<ul style="list-style-type: none"><li>- we always think long term - 10, 50, 100 years</li><li>- we build a sustainable initiative</li><li>- we have a concrete succession plan</li></ul>
<b>TRUSTED WITH ASSETS (MONEY AND PEOPLE)</b>	<ul style="list-style-type: none"><li>- our word is our bond</li><li>- we treat every part of Homeward Bound as if it were our own</li><li>- We treat people as our loved family</li><li>- we value money as the lubricant of possibility</li></ul>



# LEADERSHIP PROGRAMS



STRATEGIC OBJECTIVE	DEFINITION AND MEASURES	INITIATIVES
<p>Ambition: Enable the potential of every Homeward Bounder's leadership for the greater good</p>	<p>This means that the Homeward Bound program has a measurable impact on each participant's ability to lead and influence the world's most significant issues in shaping the future.</p> <ul style="list-style-type: none"> <li>➤ Track &amp; measure MEL outcomes</li> </ul>	<p>Conduct long-range research on impact of program (MEL) on individual and collective leadership capability</p>
<p>Participant: "I am willing and able to lead"</p>	<p>This means that each participant is motivated, equipped and resourced to lead with greater influence.</p> <ul style="list-style-type: none"> <li>➤ Participant feedback</li> </ul>	
<p>Internal: Build the capacity for small and large collaborations with impact</p>	<p>This means that we establish connected and sustaining relationships that build a community of engagement and support focused on our long-term impact.</p> <ul style="list-style-type: none"> <li>➤ Qualitative evaluation of regional and international, cohort and intra-cohort collaborations</li> </ul>	<p>Develop IT capability and admin resources to enable and capture collaborations and measure impact</p>
<p>Internal: Build the capacity for individual leadership and influence – value the change agents</p>	<p>This means that participants are engaged in a journey of personal transformation and growth that provides them with the opportunity to realise their leadership potential. The program develops both the individual leadership capability and the participants' broader external leadership influence on their teams, organisations, communities and our world.</p> <ul style="list-style-type: none"> <li>➤ Monthly evaluation of deliverables</li> <li>➤ Attendance and video downloads</li> </ul>	<p>Collate and respond to program feedback on an ongoing basis to strengthen the credibility and reputation of HB programs</p>
<p>Internal: Deliver a unique inspiring and empowering regional and/or international leadership development experience</p>	<p>This means that we refine and develop both online and face-to-face program(s) to ensure outcomes, relevance and credibility</p> <ul style="list-style-type: none"> <li>➤ Cohort evaluation</li> </ul>	<p>Pilot a regional program as an alternative to the Antarctic program</p>
<p>Enabling: Establish a credible, diverse, sustainable, global and regional faculty</p>	<p>This means that we have expert international faculty in all streams, representative of the diversity of our community</p> <ul style="list-style-type: none"> <li>➤ US\$ raised to pay faculty (US\$300-400k)</li> <li>➤ US\$ raised for IT platform &amp; LMS (US\$50k)</li> </ul>	<p>Invest in IT platform to enable a fit-for-purpose LMS Ensure learning resources are developed with faculty and alumnae</p>

# NETWORKED COMMUNITY



STRATEGIC OBJECTIVE	DEFINITION AND MEASURES	INITIATIVES
<p>Ambition: Mobilise and amplify the voices of a global collaboration of women with a STEMM background</p>	<p>This means that with each year’s cohort, we build a global community of women with a STEMM background who have an increasing and significant impact on shaping the way we manage our planet as home. The HB leadership model enables everyone to contribute.</p>	<p>Socialise HB strategy and initiatives Collaborate with the alumnae community to develop a charter/strategy map for the alumnae community – outlining purpose, values, strategic objectives and initiatives, and clarifying operational implications</p>
<p>Alumnae/Participant: “We are stronger together”</p>	<p>This means that the Homeward Bound community of participants provide an engaged and supportive network to amplify their efforts and drive transformational change to make this planet a safer and more sustainable place for future generations.</p>	
<p>Internal: Support a self-directed, empowered and active alumni moving towards the same visionary goal and purpose</p>	<p>This means that we develop a Homeward Bound community of capable contributors that are aligned, self-funded, independent and empowered to lead, influence and contribute to impactful outcomes. Inter-cohort connection, mentoring and collaboration is fundamental to individual and collective impact.</p> <ul style="list-style-type: none"> <li>➤ Intra-cohort collaboration</li> </ul>	<p>Support community to resource their activities Provide a user friendly interactive database allowing connections, knowledge sharing and coordination Provide marketing and branding support and a calendar of events including a project showcase annually for the community</p>
<p>Internal: Develop and support collaborative engagement through access to expertise and resources</p>	<p>This means that resources and expertise are built to support the collaborative effort of alumnae. For example, a user-friendly collaborative hub, educational resources to improve collaborative skill, content expertise skill and expertise as required from alumnae</p> <ul style="list-style-type: none"> <li>➤ Alumnae feedback (MEL &amp; annual review)</li> </ul>	<p>Build internal administration and infrastructure to support and sustain the work of the community Organisational and administrative structure developed and agreed upon External capabilities identified and secured Provide further opportunities for skill development and capability building and promotion of alumnae achievements to a global audience</p>
<p>Enabling: Invest in the technology and skill to enable global and regional collaboration</p>	<p>This means that HB prioritise and invest in development of the state-of-the-art IT platform and LMS system</p>	<p>Build a fully scoped project plan and budget for IT platform and LMS system</p>

STRATEGIC OBJECTIVE	DEFINITION AND MEASURES	INITIATIVES
Ambition: Build the visibility and credibility of HB and its alumnae initiatives/ collaborations	This means because the organisations, local and global communities, including targeted stakeholders, realise the tangible impact of the Homeward Bound women, we have a significant array of global and regional stories to share. This happens because women have had a greater voice and a positive influence at the leadership table.	Build a powerful, defined international brand linked to advocacy and thought leadership with regards to women in STEMM
Participant/Alumnae "We are visible leaders having impact"	This means that we are not just talking about change but we make the change and our actions create impact. We have clarity on our strategic outcomes and track them (MEL). Everything we do is contextualised by the need for global action together, where many people lead (a polyocracy). We live the call to action from "fierce urgency and stubborn optimism" and we lead by example, integrating the individual and community experience, so the call to action is heard by everyone.	
Internal: Foster the visibility of individuals – alumnae, faculty, coaches, and stakeholders	This means that everyone involved has the courage, opportunity and freedom to amplify their purpose and the central purpose of Homeward Bound through any appropriate means – alliances, media, collaborations, policy, influences of all kinds.	Facilitate participant visibility strategies and offer services to enhance and promote – including enhanced skills, a media kit, messaging and pitching Promote highest profile individuals, collective projects or research and promote their individual and collective impact.
Internal: Foster the visibility of individual and collaborative initiatives of HB	This means that the visibility of the work undertaken by individuals and collaborations are actively promoted where appropriate as part of HB's regional and global visibility strategy	Create a dedicated, in-house (or outsourced) marketing and branding function charged with the three levels of visibility – individual, collective & HB. Build a consistent, accessible and constantly updated channel of promotion (blog, webinar, presentation) Create internal HB function (vision, principles, structure) to assist and support individuals or collectives to organise self promotion – under common principles and guidelines (links to marketing supporters, HB champions, commercial support) of what is IN and what is OUT of scope for support.
Internal: Elevate the visibility and the credibility of HB – what we stand for and how we contribute	This means that we strategically and systematically use media to create a sustained call to action and position Homeward Bound's role in better managing the planet as home. We leverage and optimise the platforms, people and opportunities to have global reach and influence. Our messaging matches our increasingly impactful voice and is 'on song.'	Acquire external or build internal branding and marketing capability Obtain internal event management or promotion capability to support global HB alumnae initiatives Link branding, promotion and marketing skills to leadership program to ensure skills taught are aligned with HB visibility strategies.

STRATEGIC OBJECTIVE	DEFINITION AND MEASURES	INITIATIVES
<p>Establish a credible, diverse, sustainable global and regional faculty and operations team</p>	<p>This means that we are developing and recruiting contributors to the faculty, both regionally and internationally, commensurate with the audience we serve and the streams of content we deliver</p>	<p>Fundraise to ensure capacity to ensure paid staffing and faculty are secured</p> <p>Build internal skills and capabilities to run and manage the global network, acquire ongoing external support and capabilities where needed</p> <p>Recruit relevant expertise and contribution from alumnae</p>
<p>Generate significant and sustainable funding to enable the business model transition for faculty, technology and regionalisation</p>	<p>This means that we have a clear budget and fund-raising methodology for raising the funds to deliver on the ambitions of this strategy</p>	<p>Funding /revenue sources identified for ongoing support of networked community</p>