

Email from Jeff to announce and enroll people

As I reflect on 2007, I realize that we, as a company have many things to be grateful for, a great many accomplishments to be proud of. Heading in to a promising 2008, I want to tap into the energy and creativity of everyone at Strata to drive our growth and success.

The question, we as a company need to ask ourselves is, who are we at our very best? We are a *company that understands and takes action from a place of knowing that each of us is critical to the success of the whole. We have an undeniable relationship to each other, to the company and the clients we serve that creates the highest levels of success for all involved.*

On January 3rd, the first of a series of workshops will be convened, to define a path forward, based on what we are already doing right, in accordance with our vision and values.

10-15 participants are needed for the first workshop. Eventually everyone will be a participant. The first group will represent "all voices" at Strata, and therefore include a volunteer from each function. The group will explore individual and collective stories of achievement at Strata. The stories, based on real-life experiences, will bring out capabilities and best practices. *Our intention is to be a company that is instrumental in the success of the organizations that we serve.*

In particular how can we:

Be **creative** on how we approach business

Be **creative** in how we deploy strategies

Be **innovative** in how we approach and deploy business

If you are willing and available to attend the first workshop from 8:30 am to 1:30 pm on January 3rd, please respond by email to me *by noon on Thursday, December 6th*. I will make sure we have a good mix of functions among the participants and confirm the roster. If you are not available on January 3rd, or there are more volunteers than needed that day, you will be invited at a later date.

Goals of the workshop:

- Discover the "positive core" of Strata – what's already working?
- Define the way forward, by specifying the strengths on which to build
- Determine a path forward to involve "everyone" in success

At the Holiday party on December 14th, expect to hear more about what is intended and how you will be involved. I have asked Jackie Lesser Faust to join us in the design and to guide us in the process.