

THE GENUINE CONTACT™ WAY OF WORKING

Purpose Fulfillment Survey Report

By Thomas Herrmann, Anna Caroline Türk, and Rachel Bolton
Prepared on behalf of the Strategic Plan Refresh Team

This Session within the Strategic Plan Refresh



Co-creating the future for Genuine Contact. Over the last few years, Genuine Contact has been growing in leaps and bounds. With a shift to being a strategy-focused organization, the development of an expanded membership model (and over 100 members worldwide!), design and implementation of a new brand, and all the other small steps along the way, we're proud to celebrate achieving all of our original strategic plan. To set our direction for the coming 5 years, the international Genuine Contact Organization is undertaking the development of an updated operating matrix including a refreshed strategic plan

This Purpose Fulfillment Survey within the Strategic Plan Refresh of the international Genuine Contact Organization (GCO) was open between October 5 and 19, 2020. It was offered as an asynchronous opportunity for participation alongside the Organizational Health and Balance Assessment sessions. This survey was designed for engaging with the collective wisdom of our whole community during the strategic refresh process.

The survey was developed based on the Purpose Fulfillment survey as taught in Foundational Module 2: Achieving and Regenerating Organizational Health and Balance. It is also identical to the survey that was conducted in 2017, offering comparable data to show the organization's development over the last 3 years.

Prior Activity

The first opportunity to engage in the Strategic Plan Refresh was the Orientation session, held twice on October 5 and October 7. In these meetings we opened the Whole Person Process Facilitation for the whole strategic plan refresh process. Participants were oriented to all of the parts of the work we are doing during this process to develop a clear picture of our process and a sneak peak into what strategic planning the Genuine Contact way looks like. The process was designed to help each participant better understand how the contributions they might make in the other parts of the process will fit into the bigger picture. [You can read the report of the Orientation sessions here.](#)

The second opportunity to engage in this process was the Organizational Health and Balance Assessment. This session was held twice, on October 12 and 19. In these meetings, participants were led through an organizational health and balance assessment (as taught in Foundational Module 2 of the program) to make a picture of the organization in its current state. Participants had the opportunity to experience this process first hand (which supports ongoing learning of how to apply this module) and contribute their experience of our organization. [You can read the report of the Organizational Health and Balance Assessment here.](#)

After the Organizational Health and Balance Assessment and Purpose Fulfillment Survey, members of the GCO have two more opportunities for engaging in this Strategic Plan Refresh process: in Storytelling and Open Space Technology sessions.

[Keep up to date with the Strategic Plan Refresh in the Information Centre](#)

Contents

In this report, you will find:

Consultant's Comments	3
Purpose Fulfillment Results	4
Suggestions, Positive, or Negative Comments	5
Eliminate, Reduce, Increase, or Create	6
Key Themes	7
Comparing Results to the 2017 Assessment.....	8
Appendices	9
Appendix 1: Survey Questions.....	9
Appendix 2: Comments as Positive, Suggestion or Negative.....	10
Appendix 3: Comments as Eliminate, Reduce, Increase, Create	14
Appendix 4: Key Themes	18

Consultant's Comments

During this Strategic Plan Refresh process, stakeholders of the international Genuine Contact Organization were invited to participate in this Purpose Survey. The results of these survey are part of the data that will support the strategic plan refresh. The collection of data was also intended to inform the Strategic Plan Refresh Team about organizational readiness for transformation. It can be used during and after the organizational transformation process as a baseline for measuring progress as well.

Including everyone in this survey allows for a diversity of voices from within the organization and supports the overall objective of engaging all stakeholders in this developmental and co-creative process. We received responses from:

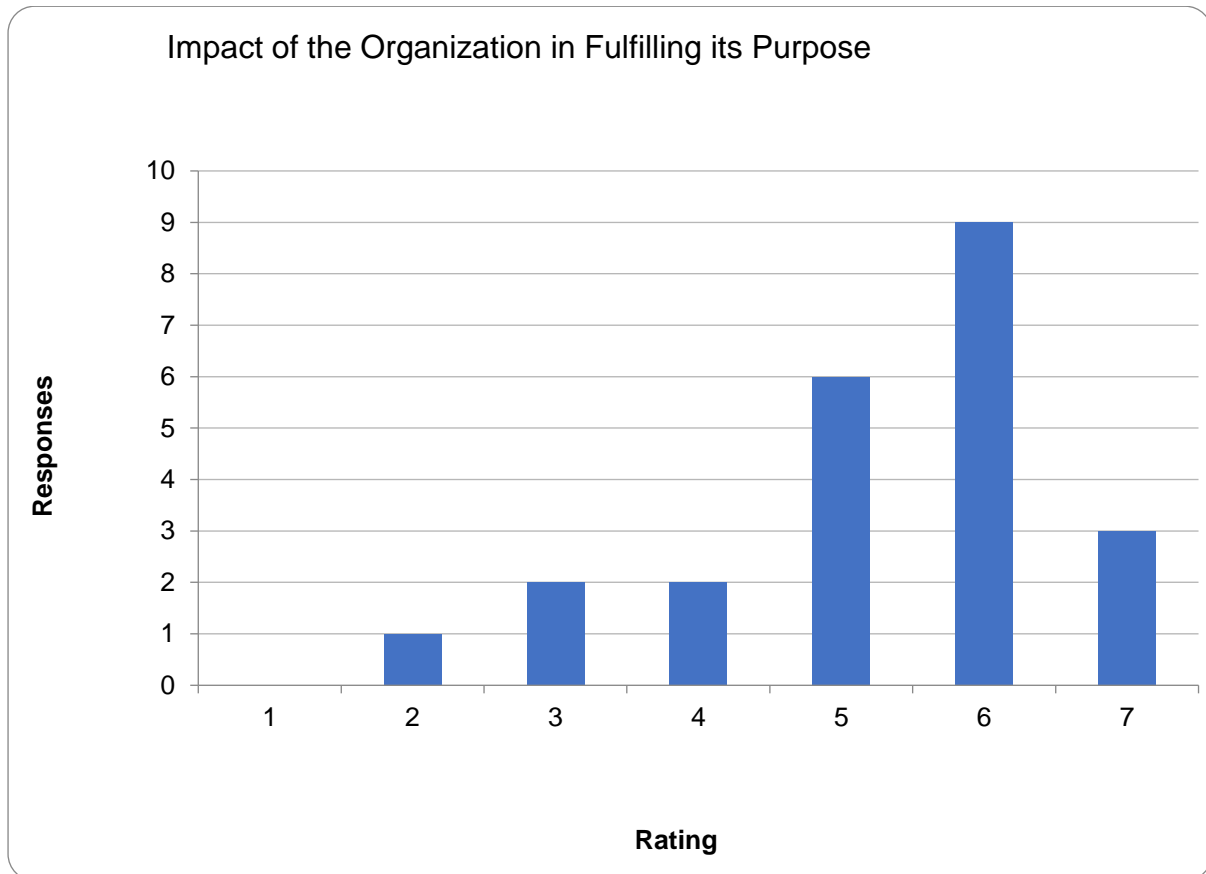
- 14 Members of the Genuine Contact Organization
- 6 GC Professionals
- 9 GC Trainers
- 4 Co-Owners

These respondents are all members of the organization. This means that we are missing the perspective from outside – those who may have experienced Genuine Contact as clients or who are not formally involved in the organization.

The results of the survey are presented in a collaborative response with all answers being mixed together rather than identifying each individual's responses. 23 responses were received between October 5 and 19, 2020 (respondents were invited to select all designations that applied to them, so the number of responses is not equal to the kinds of stakeholders described above). Sample survey is found in **Appendix 1**.

Purpose Fulfillment Results

Survey respondents were asked to rate their perception of how well the organization fulfills its purpose on a scale of 1-7. The average answer was 5.26/7 or a perception that the international Genuine Contact Organization is doing a good job of fulfilling its purpose. The average would indicate 75% fulfillment.



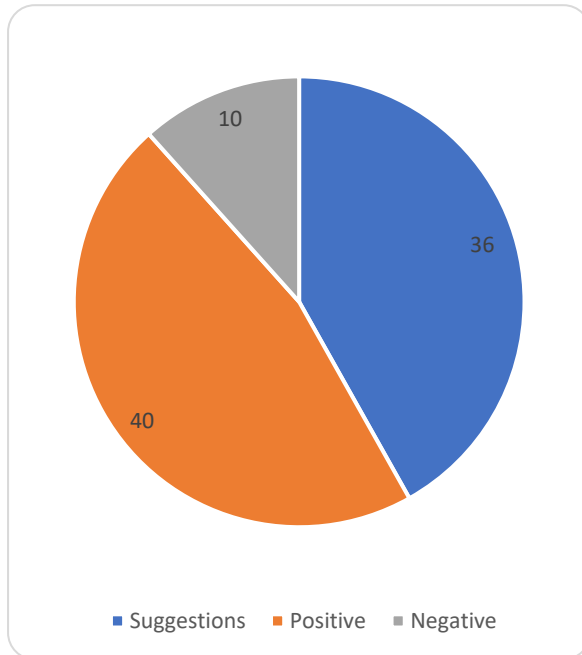
The survey then shifted from collecting quantitative data, to collecting qualitative data. Respondents were asked a series of questions and throughout the survey a total of 86 key comments were submitted. Qualitative data is interesting on its own to tell a story of the perceptions of the organization. For people within the Genuine Contact Organization to benefit from the story that emerges from qualitative data, the key comments that were made can be found in the appendices.

Drawing conclusions for a baseline requires that qualitative data be quantified. In quantifying the data, the key comments were coded by the Strategic Plan Refresh Team as part of the process. To be most helpful in planning and measuring the organizational transformation process, three distinct groupings for coding the comments were used:

- Whether the comment was Suggestions, Positive, or Negative
- What should be Eliminated, Reduced, Created, and Raised in the organization
- What key themes emerged when looking at all of the comments

Suggestions, Positive, or Negative Comments

Although the survey is biased toward eliciting suggestions from the perspective of positive psychology, this often is not the result. In this case, the majority of responses were coded as positive or suggestions. What is meant by being slanted towards suggestions is that there were no questions asking for 'positive' comments, and no interview questions asking for 'negative' comments. There was, however, a specific interview question prodding for 'suggestions'. By keeping the questions neutral in their language or slanted towards suggestions, people natural partiality emerges.



The results included:

- Suggestion: 46%
- Positive: 42%
- Negative: 12%

The majority of key comments collected during this survey were categorized as being suggestions and positive, with very few being noted as negative.

When an organization has the vast majority of its comments coded as suggestions and positive, it indicates that it is highly likely that the organization is in a good state of health and balance. This finding is supported by the Organizational Health and Balance Assessment that was conducted alongside the collection of this survey data.

In preparations for the Strategic Plan Refresh, these results are also supportive of moving forward. When the vast majority of responses are suggestions and positive, it is highly likely that the organization is in a good state of readiness for envisioning the future and moving forward in creating that future together.

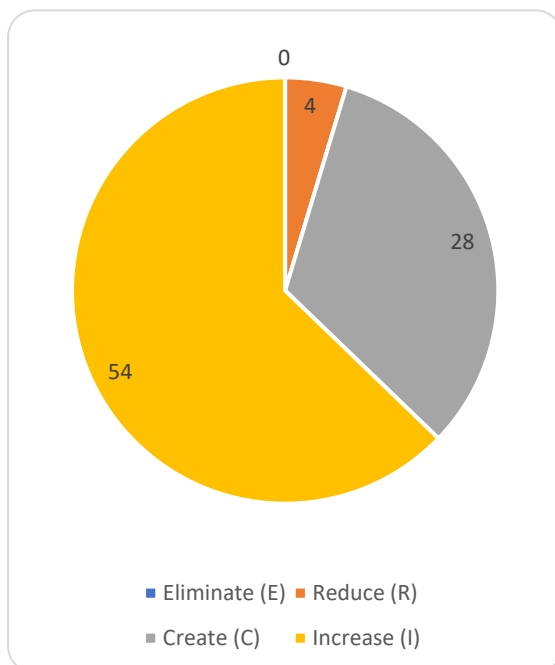
The key comments can be found in **Appendix 2** sorted into what was Positive, Negative, or Suggestion.

Eliminate, Reduce, Increase, or Create

Every comment that was also coded as to whether it indicated something to be:

- **Eliminated:** What LSU should stop doing if possible.
- **Reduced:** Things that should be minimized but there is a perceived need for it to continue in some measure.
- **Created:** Something that isn't being done now that could be, for the benefit of the organization and its people.
- **Increased:** Things that are being done now that could be done more frequently or improved upon.

The data grouped in this way is helpful towards developing a strategy map for the organizational transformation. Both specific suggestions and the themes that emerge provide a good roadmap for what can be considered during the strategic plan refresh.



The results included:

- Eliminate 0%
- Reduce 5%
- Increase 32%
- Create 63%

These results continue to support the assessment so far that this organization is in a strong state of health and balance. With the majority of the focus on things that we can do to increase the fulfillment of our purpose or new activities that can be created, it further appears that the members of the organization are in a state of readiness for envisioning what comes next for Genuine Contact and the international Genuine Contact Organization.

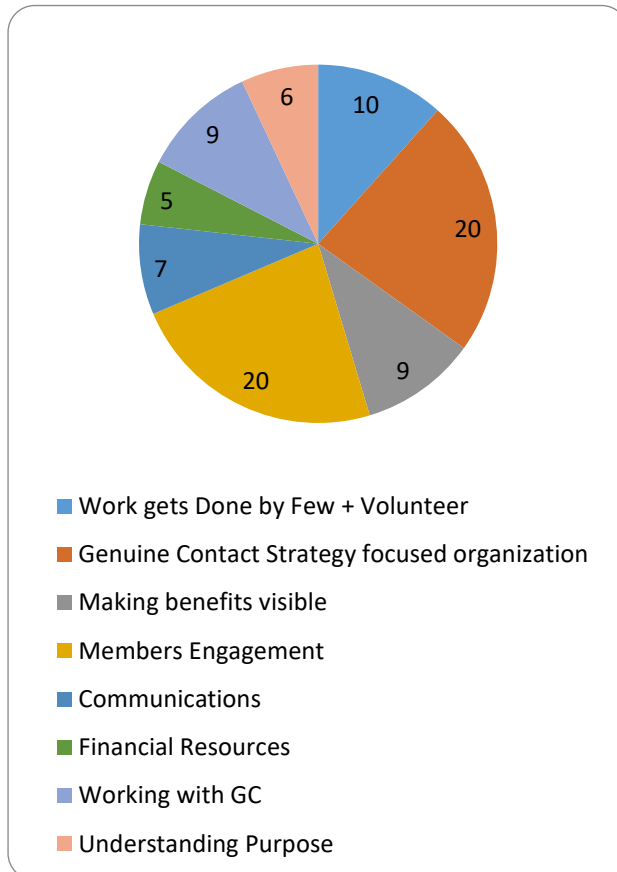
The key comments can be found in **Appendix 3** sorted into what can be Eliminated, Reduced, Increased or Created.

Key Themes

Finally, every comment was also coded into key themes. These key themes group the comments that were made to identify commonalities among the individual responses. These themes included:

- Work gets done by a few and volunteers
- Genuine Contact as a strategy focused organization
- Making benefits visible
- Members engagement
- Communications
- Financial resources
- Working with Genuine Contact
- Understanding purpose

The data grouped in this way is helpful towards developing a strategy map for the organizational transformation. Both specific suggestions and the themes that emerge provide a good roadmap for what can be considered during the strategic plan refresh. In looking at our current strategic themes, these comments can help to support continuing with the themes, making adjustments, adding new themes, or taking away themes that no longer require the attention of the organization. This data will be worked with during the construction of the refreshed strategic plan.



The results included:

- Work gets done by a few 12%
- GC as a strategy focused org 23%
- Making benefits visible 11%
- Members engagement 23%
- Communications 8%
- Financial resources 6%
- Working with Genuine Contact 10%
- Understanding purpose 7%

Many of these key themes align with our existing strategic themes. The spread of comments across these themes is fairly equal, with some greater emphasis on better understanding how members are engaged with the organization and our work together as a strategy focused organization.

Comparing Results to the 2017 Assessment

Purpose Fulfillment

In the 2017 OHB Assessment, the impact of the organization in fulfilling its purpose was noted as 3.88/7 or 55%. In the time from then to now, this sense of impact has improved to 5.26/7 or 75%. This increase shows that the organization has been heading in a good direction as we move forward closer towards a sense of truly fulfilling our purpose together.

Suggestions, Positive, Negative

The 2017 report coded comments as positive and negative without looking at suggestions. At the time, 1/3 of comments were coded as positive and 2/3 as negative. There has been a big change in this, with the comments now noted as:

- Suggestion: 46%
- Positive: 42%
- Negative: 12%

This shows a big transformation in the organizational culture, as the experience that is expressed is now one that is much more positive.

Eliminate, Reduce, Increase, Create

In the 2017 survey, the comments were not coded in this same way. In reading through the comments, much of what was offered in 2017 was about what we should stop doing or what was wrong and needed fixing in the organization. Many comments were written from the perspective of what others should do. There is a shift in the comments collected now to being positive about what has been accomplished and looking towards what we can all do together to keep growing in the right direction.

Conclusion

In looking at the 2 reports together, a clear picture is painted of an organization that has undergone a significant transformation. More life nurturing conditions have been created. Structures have been adjusted to be more appropriate to the current needs of the organization through the development of the broader membership model and recent changes to operating givens. A strong brand has been developed. The transition shows an organization that is now ready to step into the future in ways that lead to continued organizational growth and Genuine Contact continuing to spread worldwide.

Appendices

Appendix 1: Survey Questions

1. On a scale of 1-7, how would you rate the impact of this organization in fulfilling its purpose? One is low, seven is high.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7
(low)						(high)

2. Why did you rate it this way?

3. Do you have any suggestions?

4. Do you have any other comments?

5. What would be the best way to measure success of this organization? What would be measured and how?

Appendix 2: Comments as Positive, Suggestion or Negative

Positive

- We are on the right track but there are still improvements to be made. The finances still need to be increased to match the goals and vision we have which will take a little bit longer.
- Continue to monitor financial health of the organization (protection of the assets as well as the ongoing online maintenance and need for a legal structure)
- Continue to review our Strategic Plan and adjust our structures as we grow always keeping our values and H&B in mind
- Forward!
- We are on the right track, just need to stay focused, continue and celebrate our successes.
- I feel from taking part in the first OHB that the organization has a lot of good things in order, and it is not a need for big changes but some adjustments and tuning. Keep processes and services simple and easy to understand and use.
- I find that GC is authentic in its practice and leadership and hold true to fulfilling its purpose. Values and spirit is clear for all members engaged, thus, the impact in our respectful communities is high.
- I think impact on the world is still small, but we are heading in the right direction. The impact on individuals getting introduced to GC is quite high
- The GCO is doing well and also I can see there can be further developments.
- Continue to find ways to increase our organizational H&B in all ways following the five principles of Genuine Contact.
- Keep going that way!
- Keep going and stay focused hammering out the clear red thread and breathe
- This refresh is an important step
- I do like and appreciate the positive vibes, energy and quality of everything that's being offered and the possibilities to engage and exchange. I feel very much supported in keep on learning and given the opportunity to also contribute.
- I am very fulfilled being part of this journey!
- We are so lucky having all that is in place, and all the good people wanting to contribute. It feels like we are on the edge of something bigger/ a breakthrough in the world. If that happens, it will change the organization a lot. If we do not want this change, and continue to be more a family/ network of individuals sharing a hidden treasure we have to adjust our purpose. The breakthrough can be a hurtful process for all, because we do not know for sure what is waiting on the other side of the threshold. It concerns me a bit that the persons taking part so far, is the active one I have seen or heard about earlier. What are the feelings and wants to the one not attending? Do they feel that we are at the edge of breaking through, or falling apart/ not being relevant to their lives? How can we get to know their needs in this process?
- You're doing a great job, really!
- compliments for the continuity of great and persistent work of the director and partners of the GC organisation
- I think the potential of GC is enormous - but that is only complicating things as well. Because if GC is so many things - how can you have ALL the impact possible?
- there is much valuable change going on in the organisation which allows for many messages
- Continue raising awareness of the benefit of having a collective brand for Genuine Contact which will allow individuals to feel supported by a collective while working individually inside organizations or as consultants
- Because of the passion I sense from those here before me.
- We are building structures and support but still some way to go.
- This question really made me think and depending upon my state of mind I am anywhere between a 7 and a 5. If I look at it one way, I see the organization being highly effective at fulfilling its purpose and spreading GC in the world. From that space I would give it a 7 especially over the past few years where there has been so much focus and momentum. If I

look another way, I feel there is a great deal that can still take place to increase the impact by improving its reach among members and others in the community. From that perspective I feel as an organization we are on our way and still have terrain to gain. So from that perspective when I look I would put the organization at a 5. This is why I chose to place the number at 6 in between.

- I don't know that much about the way GC works yet, but what I have experienced so far I really like. And in every encounter I have felt the same spirit. Therefore, I am currently convinced that GC that this organization is fulfilling its purpose
- Continue focusing on the needs and engagement of the members.
- I would like to have more time for GC but I don't have, so it is important to distinguish what information is important and what is less important or urgent.
- Continue offering monthly GCO meetings where others can connect to see what else is going on in the broader communities
- What a privilege to be part of this beautiful and meaningful gathering of people who work to, nourish and strengthen a frequency of harmony in the world.
- Thank you so much! I appreciate the work you are doing very much. By my heart.
- I am very happy to have found and be part of this community and I really want to support the purpose.
- I feel it is true
- Very powerful - and room to grow forevermore.
- The GCO have so much resources in the tools, the members, the leadership and structures that the only thing holding it back from fulfilling its purpose more is that so much work depend on volunteer work.
- Because the people in the organization are doing their very best, each and everyone of them. But: To really fulfill its purpose we would need many more people and resources.
- I think it is done very consequently and authentically in every personal contact, but it is also a question of capacity of the leading people and this is limited.
- I am amazed over what IS being accomplished with so few people (Rachel: you are amazing!!)
- compliments for the continuity of great and persistent work of the director and partners of the GC organisation
- I see the growth and the willingness to walk our talk in our community and in the growing understanding of the value of continuing to work in this way.
- Just thank you for making me think in this way.

Suggestion

- I am not quite sure about the purpose. I don't know the exact formulation
- I need People that inspire us in German.
- I receive all together many newsletters/emails/invitations to meetings/specialty workshops etc, it's too much for me to read and/or join. If there was more space/time between different activities that would be better to handle for me.
- There are a lot of information and formats and sometimes I lose the overview or have no clarity where to find the right ones or I do not know where to ask my "daily" questions in respect to GC. My impression is there is already done a lot but nevertheless "the concept of information" could be a little bit improved. For me I could be helpful to have an overview: What kind of information exists and where can I find it?
- More income
More payed support
- The whole organization needs more discussions about finances because without money, we can't fulfill all we want to do. Voluntary work will still be needed but there are things that costs money that can't be made voluntarily.
- Get bigger income through showing the members how their businesses are supported, making the members wanting to pay more,

- Using the strategic plan as direction, and asking members regularly if the organizations actions are aligned to the members assumptions and needs.
- I usually prefer dialogue to numbers, so I would collect stories that help(ed) or challenged and spirit that provides continuity over time for the GCO
for finance and activities I would use numbers and make the nice kind of maps Rachel once made on the many people in the world who work with GC
- The capacity to achieve goals and to adjust the goals in relation to a changing environment. And the capacity to involve its members and to use the potential in the organisation. Unfortunately very subjective goals and you must use surveys to measure it
- Let things emerge from the needs. Invite co-creation
- Increased paid memberships -> continue to offer free memberships to new participants if they are uncertain -> continue to have them understand the value of participation in the global community as they continue to grow their own businesses
- By measuring the depth of clearness and transformational openness in all the people in and around the organization (not only counting numbers and quantities).
- die anzahl der menschen und organisationen, die mit GC arbeiten und die davon begeistert sind / der bekanntheitsgrad von GC / die intensität an 'das möchte/muss ich unbedingt haben/tun/ implementieren' / der verbesserte zustand der welt, glücklichere/zufriedenere menschen / optimalere verteilung von vermögen und arbeit, eine möglichst große anzahl an unternehmen und organisationen, die sinnvolles tun/erzeugen / eine möglichst große zahl an staaten, denen das wohlgehen/das glück ihrer bürger*innen das höchste anliegen ist und die das bruttonationalglück messen / ...
- Concerning external communication (also for visitors who are or not yet members, or clients of members) on the GC website: for easier overview of the organizational structure of the GCO, purpose, membership model a few infographics could be helpful. Like the 1 page overview of the strategy map.
- I think the organization can benefit from finding a way to make our accomplishments and direction even more clear to people interested in GC. I think this is starting with getting to know members and I think there can be more ways too. I don't know what they are yet, but I think continuing to make the impact clear will be of great benefit.
- Find new ways to bring new members into the membership by continuing to show value in how we work together.
- What are the feelings and wants to the one not attending? Do they feel that we are at the edge of breaking through, or falling apart/ not being relevant to their lives? How can we get to know their needs in this process?
- starting with getting to know members and I think there can be more ways too.
- Members stay members and new members join
More organizations decide to become GCOs
- More "stories from the field" maybe?
- We could measure success by members satisfaction with the organization together with the number of members renewing and new members. Numbers is easily counted but members satisfaction needs to be some kind of survey, maybe together with interviews for more depth.
- How satisfied the members are
- Everything can be measured. I think measuring success is done on a continuous basis. I use design thinking tools and evolutionary evaluation - a tool used to measure impact on projects / organizations in the francophone communities here in Canada.
- The other way we can measure it to see if people feel energized to become members and continue membership. I think we can measure this by asking members how they see the organization on a regular basis.
- No I really don't know since I'm new and I'm learning about the organisation
- and give room for more administrative supporting structures like director in full position,
- someone working with marketing and coordinating bigger offers to public, NGO's that need help the GC way- making more of the trainers and members working together, having greater impact in society.
- How many people are involved in seeing the purpose come true
- Quantity of people learning about the GCWAY

- employee engagement, customer satisfaction, sustainable development, economical success
- Qualitative measures via membership consultation eg biennially in ost or wppf meetings; The number of members and how it fluctuates; numbers of participants in GCO activities and how it fluctuates; online surveys like this (biennially)
- Number of members and number of trained people
- I think we can measure this is by knowing how many people have been affected by GC, taken workshops and who then continue to come back to other workshops or events online. This would be a quantitative way to notice the impact.
- If more and more customers are willing to follow this process
- The number of people who work active with GC, the number of people who are trained, the number of new members and how they work together, how the are connected.

Negative

- For a new members, communication is tricky
- For a new members, communication is tricky, and so are the timezones. Maybe there is a better way to organize it ?
- I find the maillists (general and trainer) not easy to engage in, maybe not the best option for a home base for communication with other members. It feels anonymous, it's often used by the same people, it creates an overload of emails in my account (sometimes the same mail comes in on the two lists) and it doesn't have a GC look & feel. I don't know what would be the best alternative. I'm member of closed groups on FB and LinkedIn and in that environment it's feels more comfortable to join and also look around what's happening (themes) and who is contributing (picture/profile). One spot would be best not both FB and LinkedIn or other social media.
Concerning external communication (also for visitors who are or not yet members, or clients of members) on the GC website: for easier overview of the organizational structure of the GCO, purpose, membership model a few infographics could be helpful. Like the 1 page overview of the strategy map.
- I didn't rate a 7 because I think that the free mentoring circles on GC workshops and that I value a lot as a way to learn and stay connected, are offered by Dalar and not by the GCO. I'm actually confused about what's been offered by Dalar and what by the GCO. Including these mc it's a 7.
- a different, more efficient way of marketing (eine andere, wirksamere form der öffentlichkeitsarbeit)
- ich war nicht ganz sicher ob mit 'fulfilling' jetzt gemeint ist. wenn ja, habe ich den eindruck, dass der zweck/der sinn noch bei weitem nicht erfüllt ist, dass da eine ganz große spanne offen ist...(I wasn't quite sure if 'fulfilling' meant now. if so, i have the impression that the purpose / sense is far from being fulfilled, that a very large range is open ...)
- I really don't know since I'm new
- I really don't know since I'm new and I'm learning about the organisation
- I have forgotten the pupose and still feel there is a lot of work done by few, especially PD to transport what GC is all about. And let the community grow
So may be that is Part of Purpose and that is Voten with 3
- We are too dependent on a few people. I think we would need more people. And what would help there, both in terms of resources, but esp in terms of impact, would be to clearer split method and areas of application of method. Which would make it easier for people to connect from their professional perspective and contribute 'a little bit'.

Appendix 3: Comments as Eliminate, Reduce, Increase, Create

Eliminate

None

Reduce

- I receive all together many newsletters/emails/invitations to meetings/specialty workshops etc, it's too much for me to read and/or join. If there was more space/time between different activities that would be better to handle for me.
- What are the feelings and wants to the one not attending? Do they feel that we are at the edge of breaking through, or falling apart/ not being relevant to their lives? How can we get to know their needs in this process?
- I have forgotten the purpose and still feel there is a lot of work done by few, especially PD to transport what GC is all about. And let the community grow
So may be that is Part of Purpose and that is Voten with 3
- The GCO have so much resources in the tools, the members, the leadership and structures that the only thing holding it back from fulfilling its purpose more is that so much work depend on volunteer work.

Increase

- I am not quite sure about the purpose. I don't know the exact formulation
- We are on the right track but there are still improvements to be made. The finances still need to be increased to match the goals and vision we have which will take a little bit longer.
- The whole organization needs more discussions about finances because without money, we can't fulfill all we want to do. Voluntary work will still be needed but there are things that costs money that can't be made voluntarily.
- Continue to monitor financial health of the organization (protection of the assets as well as the ongoing online maintenance and need for a legal structure)
- Continue to review our Strategic Plan and adjust our structures as we grow always keeping our values and H&B in mind
- Using the strategic plan as direction, and asking members regularly if the organizations actions are aligned to the members assumptions and needs.
- I usually prefer dialogue to numbers, so I would collect stories that help(ed) or challenged and spirit that provides continuity over time for the GCO
for finance and activities I would use numbers and make the nice kind of maps Rachel once made on the many people in the world who work with GC
- The capacity to achieve goals and to adjust the goals in relation to a changing environment. And the capacity to involve its members and to use the potential in the organisation. Unfortunately very subjective goals and you must use surveys to measure it
- Forward!
- We are on the right track, just need to stay focused, continue and celebrate our successes.
- I feel from taking part in the first OHB that the organization has a lot of good things in order, and it is not a need for big changes but some adjustments and tuning. Keep processes and services simple and easy to understand and use.
- I find that GC is authentic in its practice and leadership and hold true to fulfilling its purpose. Values and spirit is clear for all members engaged, thus, the impact in our respectful communities is high.
- I think impact on the world is still small, but we are heading in the right the direction. The impact on individuals getting introduced to GC is quite high
- The GCO is doing well and also I can see there can be further developments.
- Continue to find ways to increase our organizational H&B in all ways following the five principles of Genuine Contact.

- Let things emerge from the needs. Invite co-creation
- Keep going that way!
- keep going and stay focussed hammering out the clear red thread and breathe
- This refresh is an important step
- I do like and appreciate the positive vibes, energy and quality of everything that's being offered and the possibilities to engage and exchange. I feel very much supported in keep on learning and given the opportunity to also contribute.
- I am very fulfilled being part of this journey!
- We are so lucky having all that is in place, and all the good people wanting to contribute. It feel like we are on edge of something bigger/ a break through in the world. If that happens, it will change the organization a lot. If we do not want this change, and continue to be more a family/ network of individuals sharing a hidden treasure we have to adjust our purpose. The break through can be a hurtful process for all, because we do not know for sure what is waiting on the other side of the threshold. It concerns me a bit that the persons taking part so far, is the active one I have seen or heard about earlier. What are the feelings and wants to the one not attending? Do they feel that we are at the edge of breaking through, or falling apart/ not being relevant to their lives? How can we get to know their needs in this process?
- You're doing a great job, really!
- compliments for the continuity of great and persistent work of the director and partners of the GC organisation
- there is much valuable change going on in the organisation which allows for many messages
- Increased paid memberships -> continue to offer free memberships to new participants if they are uncertain -> continue to have them understand the value of participation in the global community as they continue to grow their own businesses
- Continue raising awareness of the benefit of having a collective brand for Genuine Contact which will allow individuals to feel supported by a collective while working individually inside organizations or as consultants
- I think the organization can benefit from finding a way to make our accomplishments and direction even more clear to people interested in GC. I think this is starting with getting to know members and I think there can be more ways too. I don't know what they are yet, but I think continuing to make the impact clear will be of great benefit.
- Because of the passion I sense from those here before me.
- We are building structures and support but still some way to go.
- This question really made me think and depending upon my state of mind I am anywhere between a 7 and a 5. If I look at it one way, I see the organization being highly effective at fulfilling its purpose and spreading GC in the world. From that space I would give it a 7 especially over the past few years where there has been so much focus and momentum. If I look another way, I feel there is a great deal that can still take place to increase the impact by improving its reach among members and others in the community. From that perspective I feel as an organization we are on our way and still have terrain to gain. So from that perspective when I look I would put the organization at a 5. This is why I chose to place the number at 6 in between.
- I don't know that much about the way GC works yet, but what I have experienced so far I really like. And in every encounter I have felt the same spirit. Therefore, I am currently convinced that GC that this organization is fulfilling its purpose
- Find new ways to bring new members into the membership by continuing to show value in how we work together.
- Continue focusing on the needs and engagement of the members.
- Members stay members and new members join
More organizations decide to become GCOs
- Continue offering monthly GCO meetings where others can connect to see what else is going on in the broader communities
- How satisfied the members are
- What a privilege to be part of this beautiful and meaningful gathering of people who work to, nourish and strengthen a frequency of harmony in the world.

- Thank you so much! I appreciate the work you are doing very much. By my heart.
- I am very happy to have found and be part of this community and I really want to support the purpose.
- I feel it is true
- Very powerful - and room to grow forevermore.
- Because the people in the organization are doing their very best, each and everyone of them. But: To really fulfill its purpose we would need many more people and resources.
- I think it is done very consequently and authentically in every personal contact, but it is also a question of capacity of the leading people and this is limited.
- I am amazed over what IS being accomplished with so few people (Rachel: you are amazing!!)
- compliments for the continuity of great and persistent work of the director and partners of the GC organisation
- How many people are involved in seeing the purpose come true
- I see the growth and the willingness to walk our talk in our community and in the growing understanding of the value of continuing to work in this way.
- Quantity of people learning about the GCWAY
- employee engagement, customer satisfaction, sustainable development, economical success
- Number of members and number of trained people
- If more and more customers are willing to follow this process
- The number of people who work active with GC, the number of people who are trained, the number of new members and how they work together, how they are connected.
- Just thank you for making me think in this way.

Create

- I need People that inspire us in German .
- For a new members, communication is tricky
- For a new members, communication is tricky, and so are the timezones. Maybe there is a better way to organize it ?
- There are a lot of information and formats and sometimes I lose the overview or have no clarity where to find the right ones or I do not know where to ask my "daily" questions in respect to GC. My impression is there is already done a lot but nevertheless "the concept of information" could be a little bit improved. For me I could be helpful to have an overview: What kind of information exists and where can I find it?
- I find the maillists (general and trainer) not easy to engage in, maybe not the best option for a home base for communication with other members. It feels anonymous, it's often used by the same people, it creates an overload of emails in my account (sometimes the same mail comes in on the two lists) and it doesn't have a GC look & feel. I don't know what would be the best alternative. I'm member of closed groups on FB and LinkedIn and in that environment it's feels more comfortable to join and also look around what's happening (themes) and who is contributing (picture/profile). One spot would be best not both FB and LinkedIn or other social media.
Concerning external communication (also for visitors who are or not yet members, or clients of members) on the GC website: for easier overview of the organizational structure of the GCO, purpose, membership model a few infographics could be helpful. Like the 1 page overview of the strategy map.
- More income
More payed support
- Get bigger income through showing the members how their businesses are supported, making the members wanting to pay more,
- I didn't rate a 7 because I think that the free mentoring circles on GC workshops and that I value a lot as a way to learn and stay connected, are offered by Dalar and not by the GCO. I'm actually confused about what's been offered by Dalar and what by the GCO. Including these mc it's a 7.

- I think the potential of GC is enormous - but that is only complicating things as well. Because if GC is so many things - how can you have ALL the impact possible?
- By measuring the depth of clearness and transformational openness in all the people in and around the organization (not only counting numbers and quantities).
- die anzahl der menschen und organisationen, die mit GC arbeiten und die davon begeistert sind / der bekanntheitsgrad von GC / die intensität an 'das möchte/muss ich unbedingt haben/tun/ implementieren' / der verbesserte zustand der welt, glücklichere/zufriedenere menschen / optimalere verteilung von vermögen und arbeit, eine möglichst große anzahl an unternehmen und organisationen, die sinnvolles tun/erzeugen / eine möglichst große zahl an staaten, denen das wohlgehen/das glück ihrer bürger*innen das höchste anliegen ist und die das bruttonationalglück messen / ...
- Concerning external communication (also for visitors who are or not yet members, or clients of members) on the GC website: for easier overview of the organizational structure of the GCO, purpose, membership model a few infographics could be helpful. Like the 1 page overview of the strategy map.
- a different, more efficient way of marketing (eine andere, wirksamere form der öffentlichkeitsarbeit)
- starting with getting to know members and I think there can be more ways too.
- I would like to have more time for GC but I don't have, so it is important to distinguish what information is important and what is less important or urgent.
- More "stories from the field" maybe?
- We could measure success by members satisfaction with the organization together with the number of members renewing and new members. Numbers is easily counted but members satisfaction needs to be some kind of survey, maybe together with interviews for more depth.
- Everything can be measured. I think measuring success is done on a continuous basis. I use design thinking tools and evolutionary evaluation - a tool used to measure impact on projects / organizations in the francophone communities here in Canada.
- The other way we can measure it to see if people feel energized to become members and continue membership. I think we can measure this by asking members how they see the organization on a regular basis.
- ich war nicht ganz sicher ob mit 'fulfilling' jetzt gemeint ist. wenn ja, habe ich den eindruck, dass der zweck/der sinn noch bei weitem nicht erfüllt ist, dass da eine ganz große spanne offen ist...(I wasn't quite sure if 'fulfilling' meant now. if so, i have the impression that the purpose / sense is far from being fulfilled, that a very large range is open ...)
- I really don't know since I'm new
- I really don't know since I'm new and I'm learning about the organisation
- No I really don't know since I'm new and I'm learning about the organisation
- and give room for more administrative supporting structures like director in full position,
- someone working with marketing and coordinating bigger offers to public, NGO's that need help the GC way- making more of the trainers and members working together, having greater impact in society.
- We are too dependent on a few people. I think we would need more people. And what would help there, both in terms of resources, but esp in terms of impact, would be to clearer split method and areas of application of method. Which would make it easier for people to connect from their professional perspective and contribute 'a little bit'.
- Qualitative measures via membership consultation eg biennially in ost or wppf meetings; The number of members and how it fluctuates; numbers of participants in GCO activities and how it fluctuates; online surveys like this (biennially)
- I think we can measure this is by knowing how many people have been affected by GC, taken workshops and who then continue to come back to other workshops or events online. This would be a quantitative way to notice the impact.

Appendix 4: Key Themes

Communications

- I am not quite sure about the purpose. I don't know the exact formulation
- I need People that inspire us n German .
- I receive all together many newsletters/emails/invitations to meetings/specialty workshops etc, it's too much for me to read and/or join. If there was more space/time between different activities that would be better to handle for me.
- For a new members, communication is tricky
- For a new members, communication is tricky, and so are the timezones. Maybe there is a better way to organize it ?
- There are a lot of information and formats and sometimes I lose the overview or have no clarity where to find the right ones or I do not know where to ask my "daily" questions in respect to GC. My impression is there is already done a lot but nevertheless "the concept of information" could be a little bit improved. For me I could be helpful to have an overview: What kind of information exists and where can I find it?
- I find the maillists (general and trainer) not easy to engage in, maybe not the best option for a home base for communication with other members. It feels anonymous, it's often used by the same people, it creates an overload of emails in my account (sometimes the same mail comes in on the two lists) and it doesn't have a GC look & feel. I don't know what would be the best alternative. I'm member of closed groups on FB and LinkedIn and in that environment it's feels more comfortable to join and also look around what's happening (themes) and who is contributing (picture/profile). One spot would be best not both FB and LinkedIn or other social media.
Concerning external communication (also for visitors who are or not yet members, or clients of members) on the GC website: for easier overview of the organizational structure of the GCO, purpose, membership model a few infographics could be helpful. Like the 1 page overview of the strategy map.

Financial Resources

- We are on the right track but there are still improvements to be made. The finances still need to be increased to match the goals and vision we have which will take a little bit longer.
- More income
More payed support
- The whole organization needs more discussions about finances because without money, we can't fulfill all we want to do. Voluntary work will still be needed but there are things that costs money that can't be made voluntarily.
- Get bigger income through showing the members how their businesses are supported, making the members wanting to pay more,
- Continue to monitor financial health of the organization (protection of the assets as well as the ongoing online maintenance and need for a legal structure)

Genuine Contact as a Strategy Focused Organization

- Continue to review our Strategic Plan and adjust our structures as we grow always keeping our values and H&B in mind
- Using the strategic plan as direction, and asking members regularly if the organizations actions are aligned to the members assumptions and needs.
- I usually prefer dialogue to numbers, so I would collect stories that help(ed) or challenged and spirit that provides continuity over time for the GCO
for finance and activities I would use numbers and make the nice kind of maps Rachel once made on the many people in the world who work with GC

- The capacity to achieve goals and to adjust the goals in relation to a changing environment. And the capacity to involve its members and to use the potential in the organisation. Unfortunately very subjective goals and you must use surveys to measure it
- Forward!
- We are on the right track, just need to stay focused, continue and celebrate our successes.
- I feel from taking part in the first OHB that the organization has a lot of good things in order, and it is not a need for big changes but some adjustments and tuning. Keep processes and services simple and easy to understand and use.
- I find that GC is authentic in its practice and leadership and hold true to fulfilling its purpose. Values and spirit is clear for all members engaged, thus, the impact in our respectful communities is high.
- I think impact on the world is still small, but we are heading in the right direction. The impact on individuals getting introduced to GC is quite high
- The GCO is doing well and also I can see there can be further developments.
- Continue to find ways to increase our organizational H&B in all ways following the five principles of Genuine Contact.
- Let things emerge from the needs. Invite co-creation
- Keep going that way!
- Keep going and stay focused hammering out the clear red thread and breathe
- This refresh is an important step
- I do like and appreciate the positive vibes, energy and quality of everything that's being offered and the possibilities to engage and exchange. I feel very much supported in keep on learning and given the opportunity to also contribute.
- I am very fulfilled being part of this journey!
- We are so lucky having all that is in place, and all the good people wanting to contribute. It feels like we are on edge of something bigger/ a breakthrough in the world. If that happens, it will change the organization a lot. If we do not want this change, and continue to be more a family/ network of individuals sharing a hidden treasure we have to adjust our purpose. The breakthrough can be a hurtful process for all, because we do not know for sure what is waiting on the other side of the threshold. It concerns me a bit that the persons taking part so far, is the active one I have seen or heard about earlier. What are the feelings and wants to the one not attending? Do they feel that we are at the edge of breaking through, or falling apart/ not being relevant to their lives? How can we get to know their needs in this process?
- You're doing a great job, really!
- Compliments for the continuity of great and persistent work of the director and partners of the GC organisation

Making Benefits Visible

- I didn't rate a 7 because I think that the free mentoring circles on GC workshops and that I value a lot as a way to learn and stay connected, are offered by Dalar and not by the GCO. I'm actually confused about what's been offered by Dalar and what by the GCO. Including these mc it's a 7.
- I think the potential of GC is enormous - but that is only complicating things as well. Because if GC is so many things - how can you have ALL the impact possible?
- There is much valuable change going on in the organisation which allows for many messages
- Increased paid memberships -> continue to offer free memberships to new participants if they are uncertain -> continue to have them understand the value of participation in the global community as they continue to grow their own businesses
- Continue raising awareness of the benefit of having a collective brand for Genuine Contact which will allow individuals to feel supported by a collective while working individually inside organizations or as consultants
- By measuring the depth of clearness and transformational openness in all the people in and around the organization (not only counting numbers and quantities).

- die anzahl der menschen und organisationen, die mit GC arbeiten und die davon begeistert sind / der bekanntheitsgrad von GC / die intensität an 'das möchte/muss ich unbedingt haben/tun/ implementieren' / der verbesserte zustand der welt, glücklichere/zufriedenere menschen / optimalere verteilung von vermögen und arbeit, eine möglichst große anzahl an unternehmen und organisationen, die sinnvolles tun/erzeugen / eine möglichst große zahl an staaten, denen das wohlgehen/das glück ihrer bürger*innen das höchste anliegen ist und die das bruttonationalglück messen / ...
- Concerning external communication (also for visitors who are or not yet members, or clients of members) on the GC website: for easier overview of the organizational structure of the GCO, purpose, membership model a few infographics could be helpful. Like the 1 page overview of the strategy map.
- I think the organization can benefit from finding a way to make our accomplishments and direction even more clear to people interested in GC. I think this is starting with getting to know members and I think there can be more ways too. I don't know what they are yet, but I think continuing to make the impact clear will be of great benefit.

Members Engagement

- Because of the passion I sense from those here before me.
- We are building structures and support but still some way to go.
- This question really made me think and depending upon my state of mind I am anywhere between a 7 and a 5. If I look at it one way, I see the organization being highly effective at fulfilling its purpose and spreading GC in the world. From that space I would give it a 7 especially over the past few years where there has been so much focus and momentum. If I look another way, I feel there is a great deal that can still take place to increase the impact by improving its reach among members and others in the community. From that perspective I feel as an organization we are on our way and still have terrain to gain. So from that perspective when I look I would put the organization at a 5. This is why I chose to place the number at 6 in between.
- I don't know that much about the way GC works yet, but what I have experienced so far I really like. And in every encounter I have felt the same spirit. Therefore, I am currently convinced that GC that this organization is fulfilling its purpose
- Find new ways to bring new members into the membership by continuing to show value in how we work together.
- Continue focusing on the needs and engagement of the members.
- What are the feelings and wants to the one not attending? Do they feel that we are at the edge of breaking through, or falling apart/ not being relevant to their lives? How can we get to know their needs in this process?
- a different, more efficient way of marketing (eine andere, wirksamere form der öffentlichkeitsarbeit)
- starting with getting to know members and I think there can be more ways too.
- I would like to have more time for GC but I don't have, so it is important to distinguish what information is important and what is less important or urgent.
- Members stay members and new members join
More organizations decide to become GCOs
- Continue offering monthly GCO meetings where others can connect to see what else is going on in the broader communities
- More "stories from the field" maybe?
- We could measure success by members satisfaction with the organization together with the number of members renewing and new members. Numbers is easily counted but members satisfaction needs to be some kind of survey, maybe together with interviews for more depth.
- How satisfied the members are
- Everything can be measured. I think measuring success is done on a continuous basis. I use design thinking tools and evolutionary evaluation - a tool used to measure impact on projects / organizations in the francophone communities here in Canada.

- The other way we can measure it to see if people feel energized to become members and continue membership. I think we can measure this by asking members how they see the organization on a regular basis.
- What a privilege to be part of this beautiful and meaningful gathering of people who work to, nourish and strengthen a frequency of harmony in the world.
- Thank you so much! I appreciate the work you are doing very much. By my heart.
- I am very happy to have found and be part of this community and I really want to support the purpose.

Understanding Purpose

- I feel it is true
- Very powerful - and room to grow forevermore.
- ich war nicht ganz sicher ob mit 'fulfilling' jetzt gemeint ist. wenn ja, habe ich den eindruck, dass der zweck/der sinn noch bei weitem nicht erfüllt ist, dass da eine ganz große spanne offen ist...(I wasn't quite sure if 'fulfilling' meant now. if so, i have the impression that the purpose / sense is far from being fulfilled, that a very large range is open ...)
- I really don't know since I'm new
- I really don't know since I'm new and I'm learning about the organisation
- No I really don't know since I'm new and I'm learning about the organisation

Work Gets Done by Few & Volunteers

- I have forgotten the pupose and still feel there is a lot of work done by few, especially PD to transport what GC is all about. And let the community grow
So may be that is Part of Purpose and that is Voten with 3
- The GCO have so much resources in the tools, the members, the leadership and structures that the only thing holding it back from fulfilling its purpose more is that so much work depend on volenteer work.
- Because the people in the organization are doing their very best, each and everyone of them. But: To really fulfill its purpose we would need many more people and resources.
- I think it is done very consequently and authenticy in every personal contact, but it is also a question of capacity of the leading people and this is limited.
- and give room for more administrative supporterng structures like director in full position,
- someone working with marketing and coordinating bigger offers to public, NGO's that need help the GC way- making more of the trainers and members working together, having greater impact in society.
- We are too dependent on a few people. I think we would need more people. And what would help there, both in terms of resources, but esp in terms of impact, would be to clearer split method and areas of application of method. Which would make it easier for people to connect from their professional perspective and contribute 'a little bit'.
- I am amazed over what IS being accomplished with so few people (Rachel: you are amazing!!)
- compliments for the continuity of great and persistent work of the director and partners of the GC organisation
- How many people are involved in seeing the purpose come true

Working with Genuine Contact

- I see the growth and the willingness to walk our talk in our community and in the growing understanding of the value of continuing to work in this way.
- Quantity of people learning about the GCWAY
- employee engagement, customer satisfaction, sustainable development, economical success
- Qualitative measures via membership consultation eg biennially in ost or wppf meetings; The number of members and how it fluctuates; numbers of participants in GCO activities and how it fluctuates; online surveys like this (biennially)

- Number of members and number of trained people
- I think we can measure this is by knowing how many people have been affected by GC, taken workshops and who then continue to come back to other workshops or events online. This would be a quantitative way to notice the impact.
- If more and more customers are willing to follow this process
- The number of people who work active with GC, the number of people who are trained, the number of new members and how they work together, how the are connected.
- Just thank you for making me think in this way.