

MJL: Creating, Developing and Growing

March 2011

MJL Newsletter - Issue 1



MJL's Strategic Plan

MJL has a three pronged Strategic Plan:

CREATING....

- ✓ Partnerships and alliances
- ✓ New opportunities
- ✓ Financial strength

DEVELOPING....

- ✓ Our people
- ✓ Our capacity to respond to changes in our community
- ✓ Our entrepreneurial skills
- ✓ The diversity of our services

GROWING....

- ✓ Our capacity to respond
- ✓ Our regional connections
- ✓ Our reputation for service excellence

Our ideas and initiatives must map to these goals and the first step of the Future Advisory Team is to ensure that this happens.

Welcome!

During 2010, the Board recognized that MJL needed to look to the future and identify opportunities for new ideas and projects that would help us respond to our clients and to our community.

Tania Cecconi worked alongside Vicky and the Board to develop some mechanisms and tools that we are now implementing so that each and every person in MJL can use them to put an idea forward and help to grow MJL.

We will be producing a newsletter on a regular basis to keep you informed of how the projects and ideas put forward are progressing and to help you to continue to be a part of MJL's development and growth.

The Toolkit

As part of Tania's work, tools were drafted for use to get some ideas up and running for assessment. These tools are now being reviewed and made more user friendly and they will be available on the server by the end of March for all staff to access and use for their ideas.

The tools include:

1. **Ideas Sheet.** This is used for you to start to put your idea down on paper. It guides you through the initial idea and helps you to think about how your idea can benefit MJL. It will ask a series of questions designed to prompt you to think about your project or idea against the MJL strategic goals (see them on the left). It is not intended to be a final project assessment; merely an opportunity for you to discuss your idea or project with a member of the FAT before you progress it to the next stage.
2. **Business Case.** This is used to explore your idea or project to a greater depth and will be completed once Vicky considers that the idea needs to have more information around it for discussion. It is then assessed using the Assessment Tool by the FAT. The Business Case form requires extra time to complete and you should ensure that you not only allow yourself some time but be prepared to save it from time to time to ensure that you can come back to it as you gather more information, supporting documentation or think of additional things that can support your case.
3. **Assessment Tool.** This is used to look at how closely the idea or project fits with the strategic plan and what resources (including funds) are required. It will be used by the FAT, Vicky and the Board to look at whether the project or idea is one needing immediate action or one which is held for an opportunity when it arises.

Dreams will get you nowhere; a good kick in the pants will take you a long way.

Baltasar Gracian

Idea/ Project

Progress

Work experience project

Initiated by Barb Game from the WDC, this project was fast tracked to the Business Case stage for the FAT meeting of 19 February to review and assess. It was assessed as a key priority with urgent status, allowing the CEO to fast track it to the Board. You will be aware that the project has now been initiated and funded by MJL as it was assessed as meeting the strategic goals and being one that 'opened doors' for MJL.

Indigenous Participation project

Initiated by the Partnership Brokers from Swan and Robyn from the WDC, this project was also fast tracked to Business Case stage for the FAT meeting of 19 February. After review by the FAT, it was assessed as needing more development and referred back to the Opportunities Bank for future development and potential for support as partnership opportunities appear.

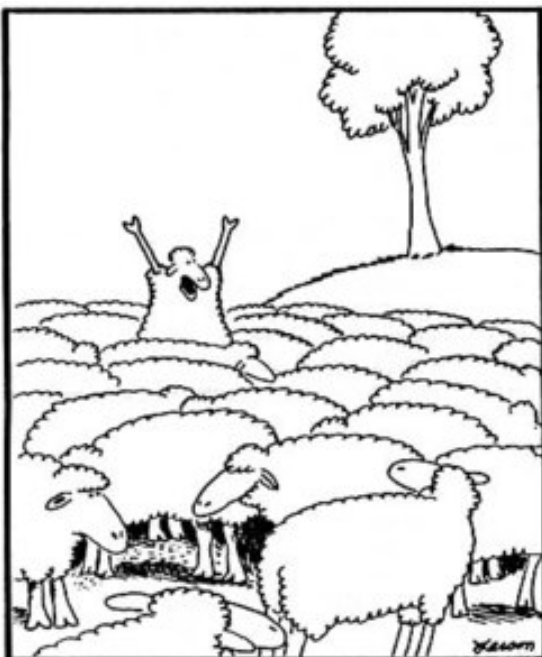
Recruitment Agency project

This initiative has not yet had the Business Case developed but will be developed for assessment in the next round. It is considered as potentially an opportunity but competition is fierce and more information is required to develop the Business Case.

Opportunities Bank

Projects and initiatives that have been identified through the consultation process that are now part of the Opportunities Bank will be included in the newsletter with a brief outline explaining what the idea/ initiative or project is and how it can be used to grow MJL.

This will be a key feature of the newsletter so that you can keep up with the ideas being generated and look at how an idea / initiative or project that you have can be developed by linking up with one that someone else is considering. Remember – there's no such thing as a new idea, just one that can successfully adapt! Look for new ways of doing things and think outside the square – that is the genesis of entrepreneurship!



"Wail! Wail! Listen to me! ... We don't HAVE to be just sheep!"

Fit and Feel

One of the ways to look at the way in which your idea / initiative or project can be considered as one for Business Case development is to consider how it **fits** with MJL's current strategic plan, staff and client groups and how it **feels** with our philosophy and aims. Fit and Feel is a useful mechanism to do this.

To look at the **fit** of the idea/ initiative and project, you must look at:

- ✓ Do the MJL staff currently work with the people that the project will benefit or close to them;
- ✓ Does MJL have a program where this idea is meeting a gap in our services, or the available services?
- ✓ Does the idea fit the strategic goals?
- ✓ Does MJL have the space or can it develop a partnership to manage the project?

To look at the **feel** of the idea or project, you need to consider:

- ✓ Would the project bring people to MJL that we work with, that we need to work with and that we understand?
- ✓ Would the project help MJL grow as an organization or would it create stresses by taking us in a different direction?
- ✓ Is there a passion within the MJL community, and with MJL staff and Board, for the idea?

The Assessment Tool has been designed to assess the ideas that are taken to the Business Case level against this Fit and Feel tool. It will be discussed and used constantly by all levels of MJL to help understand how we can grow MJL without stretching ourselves and to ensure that projects and initiatives that are suitable are taken up as promptly as practicable, allowing for funding and resources to be planned carefully.