



Town of Nags Head
Strategic Planning and Implementation
September 23-25, 2020



HueLife Values

INTEGRITY



Be worthy of trust.
Take responsibility.
Keep principles and
values present.

COURAGE



Be open.
Take smart risks.
Be a change agent.

RELATIONSHIPS



Build strong ties.
Develop and main-
tain caring support
systems.

HUMILITY



Be a servant leader.
Always be learning

Thank you for the opportunity

Dear Greg

On behalf of our team at HueLife, I want to thank you for the opportunity to submit a proposal for conducting a Strategic Planning Retreat with the leadership team in Nags Head.

Working with teams to develop strategic plans and high-performance is at the heart of what we do.

We are truly looking forward to the opportunity to work with you!

Richard Fursman Ed.D.
Co-Founder/Senior Consultant

HueLife
Richard.fursman@hue.life
651.338.2533



Proposal Overview

Strategic Planning and Execution

SUMMARY

The Town of Nags Head, NC would like to update its' current Strategic Plan, set expectations, and construct workplans. The Town has a new group of elected board members, Town Manager, and Department Directors who have not worked on their collective Vision for the community, or their shared expectations for operating and decision-making.

Scope and Outcomes A retreat will be conducted for the purposes of:

1. Setting a 3-5-year vision for the community
2. Reviewing the strategic direction of the Town and to ensure the focus is where it should be for the next year or two.
3. Elected and appointed leadership continue team building efforts toward the creation of a High Performing Organization
4. Constructing work plans to implement the Vision and Strategic Direction of the Board with the Department Director Staff
5. Identify guiding principles/values for staff performance

Process Points and Components

PART 1: Do brief, pre-event interviews with the elected officials for the purpose of designing the retreat (30 minutes or so per member)

- Calls placed at the end of July or early August

PART 2: Hold 2-Day retreat with Elected and Department Directors

- September 23 Objectives
 - Create shared Vision
 - Identify underlying contradictions/obstacles/barriers to achieving the vision
 - Identify Strategic Directions
- September 24 Objectives
 - Identify 2-year success indicators
 - Identify pillars of what would make Nags Head a High Performing Organization
 - How do we build it?
 - How do we hold ourselves accountable?

PART 3: Staff follow-up to complete implementation planning phase

- September 25
 - Build work plan from 2-years success indicators
 - Develop S.M.A.R.T. goals (Specific, Measurable, Achievable, Realistic, Timely)
 - Prepare report for Commission Adoption
 - Identify guiding principles/values for staff performance

PART 4: Write report and Commission Adoption of final plan

- Early October completed



Proposal Cost Overview:

COMPONENTS OF ENGAGEMENT	Time	Investment
PART 1: Do brief, pre-event interviews with the elected officials for the purpose of designing the retreat <ul style="list-style-type: none"> Use findings to finalize the agenda 	(30 minutes or so per member)	No Charge
PART 2A: Day 1 retreat with Elected and Department Directors <ul style="list-style-type: none"> Create shared Vision Identify underlying contradictions/obstacles/barriers to achieving the vision Identify Strategic Directions 	September 23 6-hour workshop	\$2,500
PART 2B Day 2: with Elected and Department Directors <ul style="list-style-type: none"> Identify 2-year success indicators Identify pillars of what would make Nags Head a High Performing Organization <ul style="list-style-type: none"> Imagine it How do we build it? How do we hold ourselves accountable? 	September 24 6-hour workshop	\$2,500
PART 3: Staff follow-up to complete implementation planning phase <ul style="list-style-type: none"> Build work plan from 2-years success indicators Develop S.M.A.R.T. goals (Specific, Measurable, Achievable, Realistic, Timely) Prepare report for Commission Adoption Identify guiding principles/values for staff performance 	September 25 4-6-hour workshop	\$2,500
PART 4: Write report and Commission Adoption of final plan [Report written by HueLife consulting team]	Due by Oct 2	\$500
	Prep, facilitation, and report	\$8,000
	Travel, Lodging, Materials Flights Hotels Rental Car Supplies	Reimbursed

HueLife Team Bios

Team assigned to the Braham Leadership Training

Dr. Richard Fursman and Irina Fursman a.b.d.



Irina Fursman is an engagement consultant, trainer and facilitator, as well as HueLife's co-founder and President. She is a Certified ToP® Facilitator and Mentor Trainer specializing in organization and team development, adult learning, change management, conflict resolution and strategic planning. She trains individuals and groups in the art and science of human engagement and facilitation.



Stephanie Ahles is the VP of Training and Development. She has 20 plus years of leadership experience in local government as well as experience and expertise working with for profit and nonprofit organizations. She is a Certified ToP® Facilitator and Mentor Trainer, specializing in leadership and organizational development, change and project management, and strategic planning.



Dr. Richard Fursman is a co-founder of HueLife, he has worked with over 200 public sector and non-profit organizations recruiting and placing senior staff, developing strategic plans, and helping organizations take steps to become more effective and great places to work. As a former City Manager, he advises, mentors, develops and coaches leaders across the United States and abroad, helps executive teams create a shared purpose, strategic plans, and implementation. He teaches leadership at St. Thomas U.



Megan Jacobson is the Insights Discovery Coordinator/Practitioner for HueLife. She has recently completed the ToP Mastery program and is working towards facilitation certification. She is experienced in facilitating teams towards shared awareness and shared agreement. Megan has a passion for working on projects related to youth empowerment, employee well-being and community engagement. Her caring and empathetic style helps bridge differences and heal teams in conflict.



Karie Terhark is a Certified ToP Facilitator and Qualified Trainer who previously worked as the Director for Allies for Substance Abuse Prevention Coalition (A.S.A.P.). While at A.S.A.P., she facilitated a countywide coalition of volunteers to assess, plan, and implement environmental strategies to change the culture around underage drug and alcohol abuse.



Jeremy Kautza is a certified ToP® Facilitator and Mentor Trainer with over 20 years of facilitation experience. He brings in depth expertise in strategic planning, conflict resolution, organizational change management, and interest-based negotiation. He also continues to serve the University of Wisconsin-Madison, facilitating the employee groups as they work to build their capacity for organizational change and improvement within complex systems.



Angie Asa-Lovstad is a Certified ToP® Facilitator and Mentor Trainer. Prior to joining HueLife, she served as the director of a local non-profit drug prevention coalition for 19 years. In this role, she facilitated the efforts of local drug prevention coalitions across all of Iowa. Today, Angie continue to support and coach coalition leaders in their efforts to engage stakeholders and develop strategic plans that meet the desired outcomes of the grants they have received.

HueLife
5775 Wayzata Blvd. #700
St. Louis Park, MN 55416

WWW.hue.life

