



Junxion *engaged* nearly 300 *stakeholders* in the development of a new, far-reaching **strategic plan** for renowned Leadership Learning Centre, **Hollyhock**.

## Case Study: Hollyhock

Located on Cortes Island, off Canada's west coast, and nestled against the shoreline amid nearly 50 acres of stunning rainforest, *Hollyhock* is a leadership learning centre that exists to inspire, nourish and support people making the world better.



### The Business Challenge

Looking Ahead: Supporting the next generation of change makers.

*Hollyhock's* Board of Directors and senior staff were ready to

explore and envision its next 10 years, a period that must see a global transition to new modes of leadership that embrace perennial wisdom practices, emotional intelligence and enlightened citizenship.



*Junxion's **facilitative style** was easy going, but still kept the process moving quickly. The final plan is invaluable. It's the best strategic plan Hollyhock has ever had."*

Joel Solomon, *Board Chair, Hollyhock*

# The final plan was approved by Hollyhock's Board of Directors, and is serving as a roadmap, 'Toward 2020.' Feedback has been highly encouraging, and the leadership team is already using it as a guide for their activities.

## How We Helped

A Strategic Planning Committee struck by the Board and including Directors and the CEO engaged Junxion to guide and facilitate a year-long process leading to the new strategic plan. It was imperative we engage diverse stakeholders throughout the project, including staff, management and the Board of Directors; workshop, conference and other program attendees; instructors and facilitators; local community members, funders and partners in *Hollyhock's* work.

Through interviews, roundtable discussions, online surveys, and numerous workshops, we assembled a diverse range of perspectives, ideas and priorities, into five key priority areas: Programs & Learning, Outreach & Engagement, Stewardship & Culture, Campus & Infrastructure, and Measurement & Evaluation.

The final plan was approved by *Hollyhock's* Board of Directors and is now being used as a guide to staff activities. It's a roadmap 'Toward 2020.'

## Measuring Success

*At time of writing, it's only weeks since the strategic plan was published, so it's impossible to assess the project's success in hard terms. However, feedback has been highly encouraging: "It's the best plan we've ever had," and "Junxion's facilitation was remarkable."*

*We look forward to tracking progress on this project in the months and years ahead: Junxion's Mike Rowlands is a Director at Hollyhock.*

