

# Jackson McGehee

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Program and Communications Manager

**Today's solutions are tomorrow's problems.**

Peter Senge  
*The Fifth Discipline*

**Individuals and interactions** over processes and tools  
**Working software** over comprehensive documentation  
**Customer collaboration** over contract negotiation  
**Responding to change** over following a plan

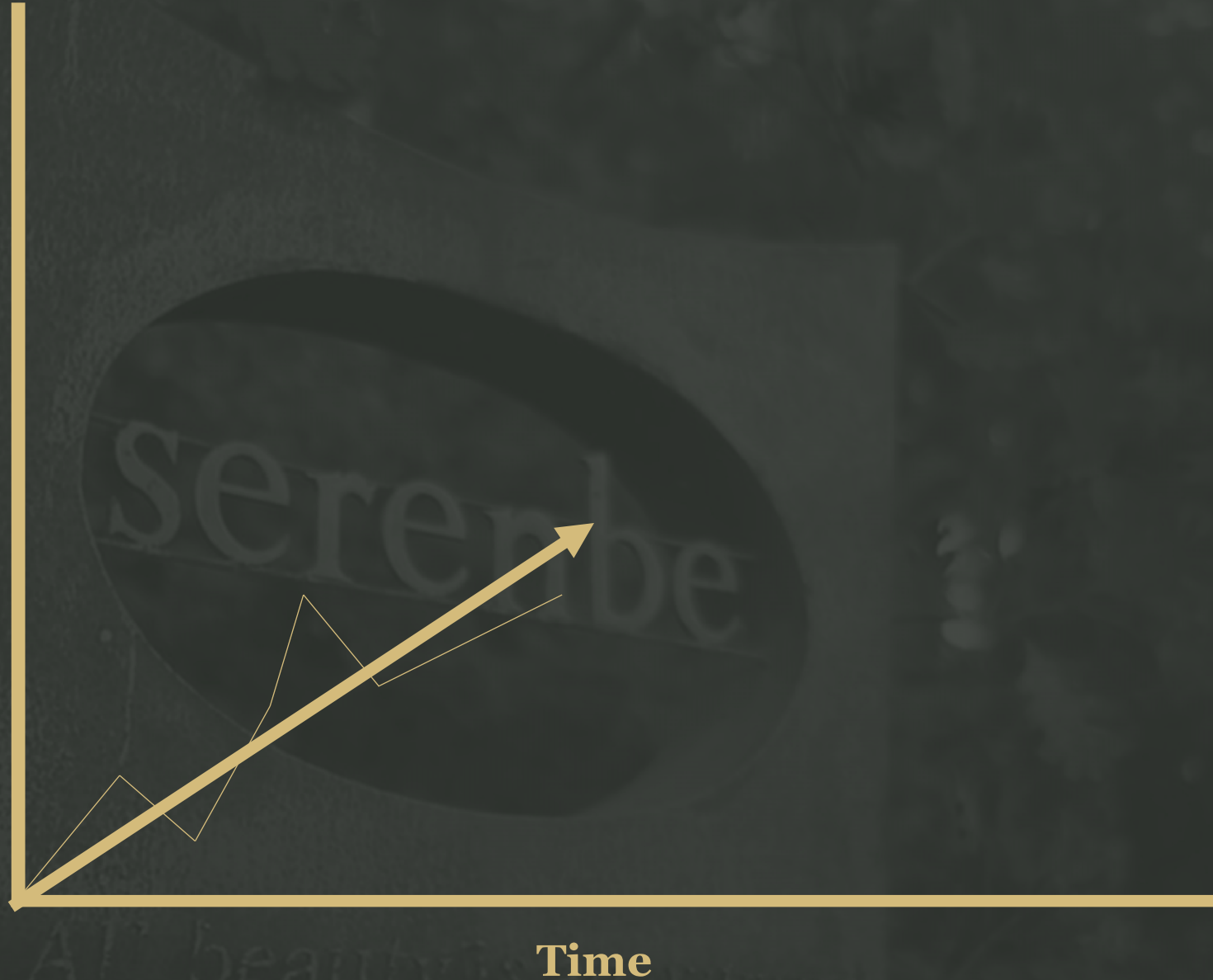
# John Vranas, Chief Strategy Officer, Make-A-Wish International

Began in 2014



## The Good Stuff

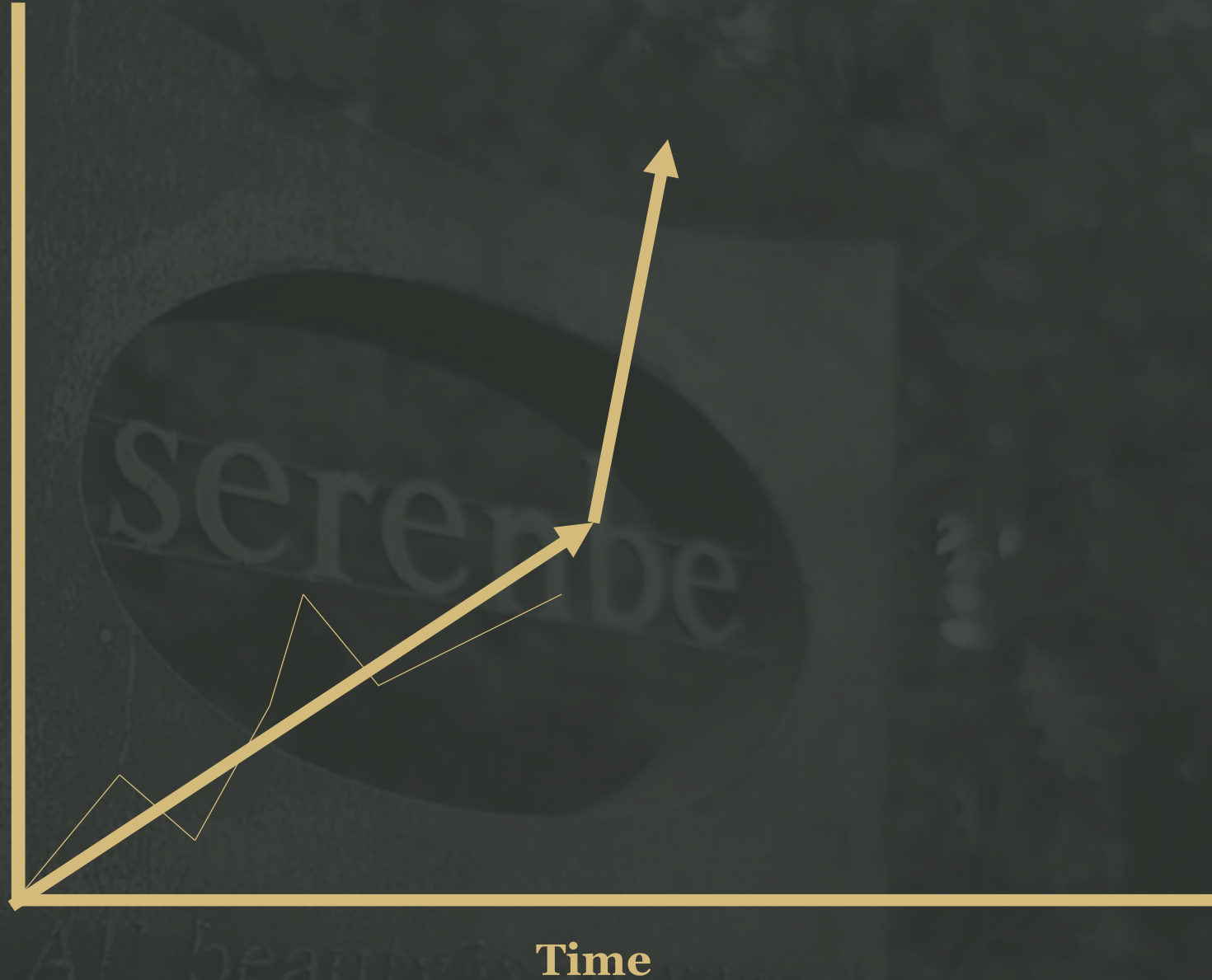
donations  
engagement  
trust  
awareness



**He asked:**  
**What stories are we telling?**

## The Good Stuff

donations  
engagement  
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awareness



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# What have we done?

**Shifting perspective** (right might not be 'most right')

## What have we learned?

**Much easier said than done**

## What do we recommend?

**Look deeply at cause and effect  
culture shifts are hard; proceed with caution**

- What new ideas or cutting-edge concepts did you hear about relative to building audiences and marketing your organization?
- What audience building activities or concepts have you tried/implemented (or will you try) as a result of attending the conference ?
  - What is the result of the activities or concepts that you have tried/implemented?
  - How did what you learned change your organization? If you still in the process of changing your organization to focus on building audiences, tell us what you are doing, what the challenges are, and how you intend to overcome the challenges.
  - What do you recommend that your peers in the Roundtable try to do based on what you've learned?
  - Is there anything that you tried and that you do NOT recommend to your peers in the Roundtable?