



## **MINUTES - The International Focusing Institute Board of Trustees**

Date: March 8, 2017 via Zoom

### Documents submitted prior to the meeting via email

- Discussion paper on branding (from Mary Jennings)
- Membership committee report to board (from Susan Lennox)
- Agenda (from Catherine Torpey)

PRESENT: Dana Ganihar, Mary Jennings (vice-president, present during second hour), Kevin Krycka (treasurer), Paula Nowick, David Rome (president), Susan Rudnick (secretary), Catherine Torpey, Henry Chen (for minute taking)

MEETING FACILITATOR: Paula Nowick

### I. OPENING SILENCE

### II. BRANDING STRATEGY

Guided by Mary's discussion paper, the board generated ideas on TIFI's branding.

Topics discussed included:

- What is important and unique about the organization?
- What is the tagline that helps to convey this distinguishing identity? General agreement on: "Building on the work of Eugene T. Gendlin in experiential philosophy and psychology since 1985."
- How to position this brand for different audiences? For example, having also a simpler slogan such as "Discovering the wisdom of the body." This latter slogan is still seeking balance with regards to the question below.
- How to be authentic to the process model as well as connect to the general public?

### III. CORE VALUES

The board drew from the mission statement and diversity statement to draft a list of core values. This informal list was used to inform reflection on the branding strategy.

- Board members reflected on the degree to which the Institute has sought feedback from the community on core values, and how it should seek feedback going forward.

*To do's arising from this meeting:*

Kevin

- To write a summary of the 2017 January and February financials.