

Our 1-year goals

- Set up more consistent communication (i.e. a set schedule of all of our communication efforts)
- Connecting more frequently with our current donor base
 - Set up an event for our higher end donors (i.e. a wine tasting/chocolate pairing event or something).
- Having two paid training opportunities per month (or more) with the hopes of gaining between 10-20k in guaranteed revenue
- Write a follow up book to *Listening 2by2*
- Run three successful events (book launch, JG, and 10 year anniversary)
- Gain 'traction' locally to think globally (i.e. being more well known locally).
- Gaining our first contract outside the state of PA to prove we can replicate in others states
- Start strategically thinking of how to set up operations out West
- Connecting with larger potential donors
- Speaking and training larger companies (i.e. WD-40)
- Gaining higher profile board members outside the state of PA...but also having a strong local presence as well (but those with a local presence need to understand our vision to get outside of PA).
- Do an audiobook
- Continue to pursue translation of our book into Chinese
- Get teachable up and running
 - Once this is up and running, start to market via paid channels
- Apply to give a Ted Talk
- Get more STTIT member membership through the ILA
- Start researching accreditation
- Having team members who maximize the time they are with STTIT (for the numbers of hours they have...and keep increasing hours for each team member)

2-3 year goals

- 1 million \$\$ budget (3 x our current budget). More specifically start doubling our income nearly every year.
- Start growing an endowment fund that is invested well. In a dream scenario, (we'd have an endowment of 3 million that is kicking back close to 300,000 each year)
- Hiring our C-level team at a full time salaries + benefits
- Hiring other team members because we have the resources to do so
- Each year doubling our CL Team with both unpaid/paid listeners
- Each year adding another 2 trainers to the team as the needs increase
- Speak at larger conferences about STTIT's work
- Being guests on other podcast (at least once a month).
- Getting our books/training programs in high school and Universities as curriculum which are accredited
- Becoming one of the most well-known faces globally when people think of listening

- Replicating STTIT's service outside the US

10 year goal

- Hundreds/Thousands of CL's on the STTIT team globally
- Start hosting conferences on the topic of listening where we are the conveners
- Publishing A Bestselling Book!
- Growing our revenue streams so much that we are the ones who "don't know how to spend all the money". (*We will always know how to spend the money because more money/resources = more mission)
- Having a board full of movers and shakers globally
- Having a strong succession plan in place for whoever will take the gavel next
- Creating a work culture that receives awards for how much people want to work with us
 - Having people from around the world begging to be on our team!
- Running the organization in such a way that BIG BUSINESS people think we are a business, but always putting mission first above profit. (i.e. in Mother T's words loving the person in front of us).
- Having Team Members who win all kinds of awards
- Creating a movement where we have to be the ones turning away business
- Having an endowment that keeps doubling every 5 years that is well invested.
- Having programs that are full to capacity