



READY FOR CHANGE?

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DID YOU KNOW that we're ready to change? You - our volunteers, staff and clients have requested change - and we hear you!

DID YOU KNOW?

AN INFORMATION SHEET FOR ST. JOHN AMBULANCE MEMBERS

As you may know, Priory Council approved a major research project in 2001, to "determine levels of awareness, impressions and images of SJA". Our goal is to "reorient SJA from a product-driven to a market-driven organization". GPC International, a public affairs and communications consulting firm, interviewed our volunteers, staff, customers and the general public to provide insight into their thoughts on St. John Ambulance, our products and our services (*for the full research report, please see the SJA Intranet site*).

It was identified that the organization needs an overall image revitalization and branding redefinition, to move us into the 21st century. Increased emphasis on client-servicing and marketing will strengthen our position in the marketplace.

The research set the stage for the second phase of the study - to "identify the best market position for St. John Ambulance and provide a strategy and plan to attain it". The market position report was presented to Priory Council in June. A number of factors, including a product and service review, standardization of the organization's image across the country, and the development of aggressive sales strategies have to be considered for us to attain our goals. Priory Council concluded that we must move ahead on this critical matter!

So what happens now?

The Executive Directors Management Team formed a working group mandated to prepare a plan of action. This plan of action, or 'critical path' will integrate the findings of other important activities within St. John Ambulance, including: the Community Services Task force, the IT Working Group; the Fund Development Working Group; the By Laws Task Force and the Order Working Group. Findings and recommendations will be presented at the Strategic Retreat for Priory Council and Executive Directors in September 2001 - a decision to accept, modify or reject the plan will be made.

If approved, then what?

This plan affects everyone within the organization, and we need your support to make it a success! No changes have been made or agreed upon thus far - only recommended. The next step in the process is to agree on a decision-making process, set goals and timelines, and most importantly, to develop a mechanism which will allow for feedback from all.

We've recognized a need to change, now let's do it!

Celebrate volunteers! <http://www.iyvcanada.org>