



Strategic Plan

Welcome to the Strategic Plan for Destination Imagination, Inc. Within the following document, you will find the passion and the excitement of our corporation as it is captured in our vision, mission, and goals. The Destination Imagination Board of Trustees developed this Strategic Plan with extensive input from the Destination Imagination community and will be using it as our guide for future growth and expansion. We feel strongly that our program makes a positive and creative difference in the lives of all those involved. Please join us in the amazing journey that is Destination Imagination!

- **The International Board of Trustees, Destination Imagination, Inc.**

Introduction

This document sets forth the goals and principles that guide the participants, volunteers, staff, and Affiliates of Destination Imagination, Inc. It outlines a strategic approach to ensure recognition of Destination Imagination, Inc. (DII) and its program is synonymous with excellence in teaching the creative process while incorporating 21st century skills.

In a world characterized by risk and uncertainty, as well as significant opportunity, it is important that DII help define and enable the skills needed in the 21st century. We believe that Destination Imagination, Inc., is well positioned to create and deliver the kind of programming that develops these needed skills in participants, young and old.

Our Strategic Plan for 2014 – 2019 was developed using the direct contributions from the Destination Imagination community including volunteers, Affiliates, staff and the Board of Trustees. This plan invites active participation of all of our stakeholders as we build upon our strengths, address our weaknesses, and work to realize our potential.

A large number of action plans will emerge from the stated goals. Some of these will be purely administrative in nature; some will require significant tactical development; some will call upon the diverse skills and talents of our community. Guided by this document, our executive staff will develop and implement annual business plans outlining specific activities and targets, along with the necessary metrics to measure our progress. We will continually assess the effectiveness of our actions against these goals, and we will be accountable to our stakeholders for the progress made toward these goals by making regular updates.

For the purpose of this document, Destination Imagination, Inc. may be referred to as DI or DII.

- **The International Board of Trustees, Destination Imagination, Inc.**

The Destination Imagination Story

Destination Imagination, Inc. is the world's leading non-profit corporation providing the creative process programs for individuals of all ages. The organization today is the product of the blending of two historical paths that shared a common commitment to creativity, problem solving, and teamwork. The blending of OM Association, Inc. and Destination Imagination, Inc. resulted in a worldwide, creative problem-solving program that involves thousands of participants via a challenge-based program.

The origins of Destination Imagination, Inc., can be traced back to 1978 when OM Association started in New Jersey. In 1982, a national board was incorporated as OM Association, Inc., identified as a federally registered non-profit organization with a mission of conducting programs in creativity for children. Throughout the next 15 years, OM Association, Inc., developed national, state, and provincial volunteer organizations to conduct annual programs and spread creativity around the globe. The organization achieved dramatic growth so that by the end of the 1990s, it had served more than one million students.

Destination Imagination, Inc., began in 1999 when nearly 200 international volunteers came together through a variety of communication media to create an entirely new creative problem-solving program. Working intensely throughout the summer months of 1999, this dedicated "super team" built the Destination Imagination® program from the ground up, releasing program materials and accepting participants in the fall of 1999. By the time the organization welcomed 750 teams to its initial Global Finals in May 2000, more than 100,000 individuals had participated in the program—a stunning first-year accomplishment.

Shortly after the Destination Imagination® program was launched, in the fall of 1999, the organization's Board of Directors and the Board of Directors of OM Association, Inc., unanimously agreed to pursue a merger of the two organizations. That merger was completed in 2000, and the new organization seated its member-elected Board of Trustees that August. In January 2001, the name of the new organization officially became Destination Imagination, Inc., with corporate headquarters located in Glassboro, New Jersey.

Destination Imagination, Inc., continues its focus on the creative process to this day. With an extensive global network of staff and volunteers to carry out its programs, Destination Imagination, Inc. stands today as the world's oldest, largest, and best producer of programs and activities that use the creative process and 21st century learning for all ages.



DI Founders' Meeting, 1999



Mission and Vision

Vision

To be the global leader in teaching the creative process from imagination to innovation.

Mission

To develop opportunities that inspire the global community of learners to utilize diverse approaches in applying 21st century skills and creativity.

The Destination Imagination program encourages teams of learners to have fun, take risks, focus and frame challenges while incorporating STEM (science, technology, engineering, and mathematics), the arts and service learning. Our participants learn patience, flexibility, persistence, ethics, respect for others and their ideas, and the collaborative problem solving process. Teams may showcase their solutions at a tournament.

Our Goals

As a cohesive and connected organization, Destination Imagination, Inc. will:

Goal#1: Share the joys and benefits of learning the creative process with as many individuals as possible around the world.

Goal #2: Achieve recognition as a global expert in the creative process.

Goal #3: Energize, engage, and equip the Destination Imagination community to promote and implement our program.

Goal #4: Build an organization that is financially and structurally sustainable.

Goals #5: Create a culture of celebration and fun.



Programmatic Initiative

As a cohesive and connected organization, Destination Imagination, Inc. will:

Goal#1: Share the joys and benefits of learning the creative process with as many individuals as possible around the world.

Destination Imagination will share the benefits of the creative process with the world. Each participant will have the opportunity to experience our vision of “imagination to innovation” by learning the creative process. Destination Imagination will promote the program in as many venues as possible. We will encourage the participation of socio-economic and ethnically diverse populations. Promoting Destination Imagination will be a joint effort among Affiliates, volunteers, staff, partners, and others.

DI will:

- Expand into new areas, including international
- Promote our brand and identity as an organization
- Adopt relevant, current, and leading industry practices
- Explore social media and technical opportunities

Goal #2: Achieve recognition as a global expert in the creative process.

With growing cultural interdependency and a critical need for solving complex problems quickly and creatively, an understanding of the creative process—teamwork, creativity, imagination, and collaborative problem solving—is essential. Destination Imagination has more than 30 years of experience and is poised to become the global leader in the creative process. We will expand community involvement, leadership, marketing, and educational programs to reach more individuals across diverse backgrounds, cultures, and ages.

DI will:

- Develop and implement a brand strategy to ensure logo and name recognition
- Maintain a consistent brand across all Affiliates
- Implement a communication and stakeholder management strategy
- Conduct qualitative and quantitative assessments of the program’s impact
- Seek endorsements by experts in the creative process



Goal #3: Energize, engage, and equip the Destination Imagination community to promote and implement our program.

DI relies on a community to bring our life-changing program to the world. Stakeholders need appropriate and updated skills, knowledge, tools, and enthusiasm to be effective in their roles and to ensure consistency across the organization. Staff and board members will work together with volunteer leaders to ensure that materials, training, and our program are exemplary.

DI will:

- Use consistent messages throughout the program, including materials, trainings, events, marketing and communications
- Provide consistent training at all levels of the organization and across Affiliates
- Improve our ability to connect with alumni and others who have supported the program
- Ensure all program materials and websites are user-friendly
- Create a volunteer strategy focusing on recruitment, retention, succession, and recognition

Goal #4: Build an organization that is financially and structurally sustainable.

Destination Imagination must grow and expand to be a sustainable organization. Financial sustainability includes establishing processes and procedures to ensure fiscal responsibility and growth. Structural sustainability requires operational and organizational agility that reflects and supports the entire operating model.

DI will:

- Grow team revenue by increasing the number of participants in domestic and international Affiliates
- Align our resources, systems, processes and structure to achieve increased organizational efficiency
- Manage the organization with a critical eye toward costs and risks
- Pursue increased financial stability through diverse revenue streams
- Develop partnerships that support our mission
- Provide experiences that attract the world's finest sponsors as partners
- Create a working environment that attracts talented individuals and equips them with the skills, tools, and development opportunities necessary to work at their highest capacity

Goals #5: Create a culture of celebration and fun.

The active engagement of learners and volunteers is critical to DI's success in teaching the creative process. Infusing joy into our work and acknowledging successes will create the culture that will support and nurture this engagement.

DI will:

- Promote a culture of celebration throughout the entire DI experience
- Value and recognize the contributions made by members of the DI community
- Recognize trends and utilize appropriate technologies to stay current and relevant
- Address community needs and incorporate into planning

Adopted on 1/24/14