



'The home of social and business innovation'



WE HAVE WORKED WITH...

5,000+
Kiwi businesses*

** The Icehouse alumni*

400+
Māori
leaders

82
Māori trusts
throughout
Aotearoa



Trusts ahead of the curve

- Strengthened their organisation's foundations early

VS

Trusts that are still 'work in progress'

- Did not prioritise or invest in preparing their foundations, which led to complications, politics, and meant they were slower at providing benefits for whānau

- Had plans that were simple, easy to understand and easy to implement
- Analysed and compared different ways to achieve their goals

VS

- 90% of their strategic plans were long, 'traditional' and just sat on the shelf rather than actually being implemented

- Focused attention on finding and knocking over the *first domino* which has a multiplier effect on everything else
- Iwi research has shown that 'growing whānau household income' has a multiplier effect

VS

- Spread their limited resources across many goals, and some of their activity didn't even contribute toward their vision



Trusts ahead of the curve

- Had only 1-3 key goals per year
- Goals are SMART = Specific, Measureable, Achievable, Relevant, Timebound

VS

Trusts that are still 'work in progress'

- Had many goals (a 'to-do list')
- Little or no progress made each month

- Developed clear measurements of progress (KPIs) towards their strategic goals
- Hold people accountable for achieving them

VS

- 82% of Trusts made little progress on their strategic plan or couldn't measure their progress

- Asked 'who' has done this before and could share shortcuts
- Found a way to work with the 'who' (employed them, partnered with them, or got coached by them)

VS

- Tried to figure out all of the things themselves without bringing in expertise from those who had experienced it before (who already had the networks, systems and credibility)

