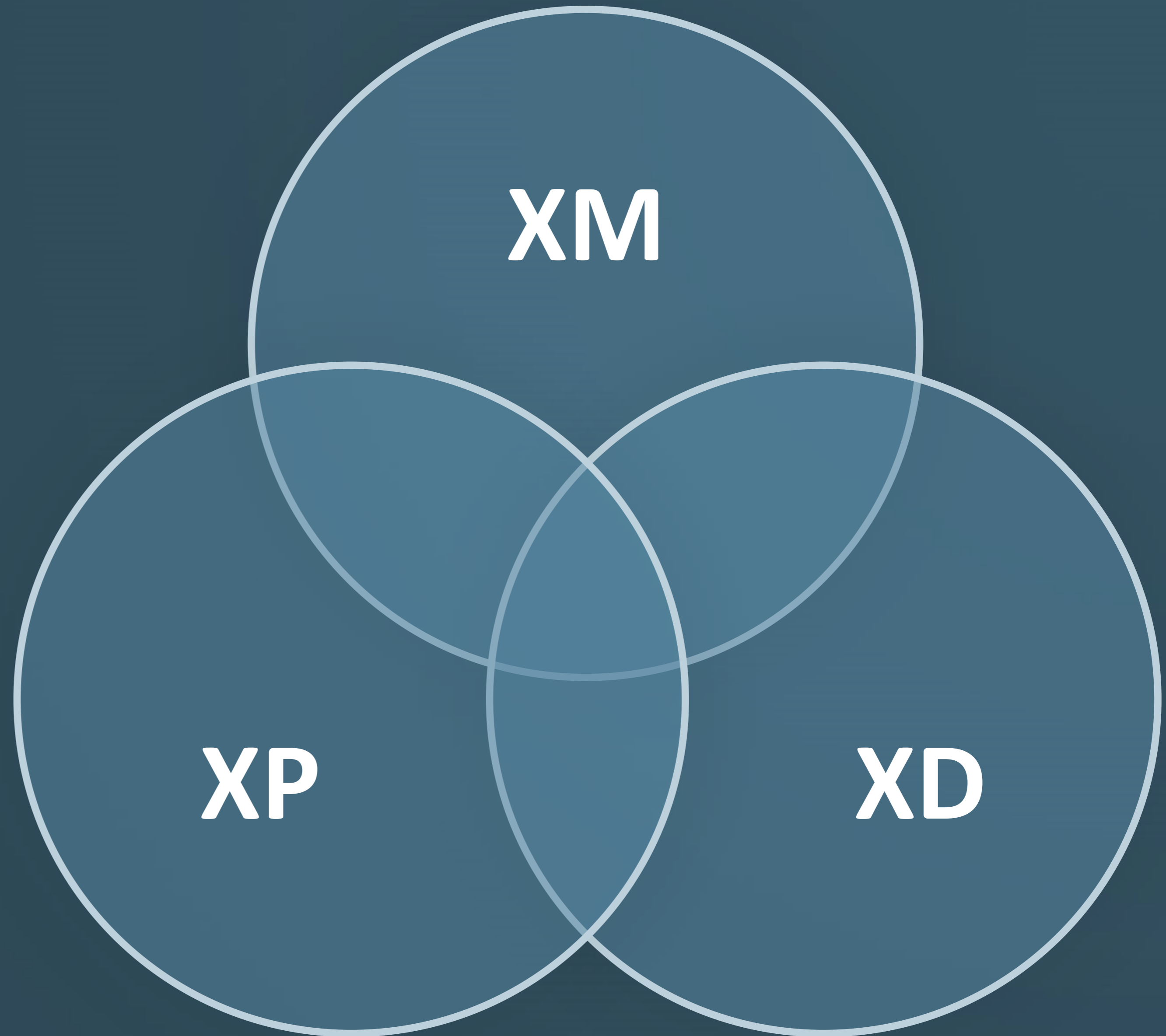


Our Strategy

A chord of three strands is not easily broken.





A year of honor

Priorities & Focus

1. Training
2. Marketing
3. Technology
4. Collaboration
5. ACTs

Training

1. Hire a Training Manager
2. Create a global view of training
3. Consistent training experience/accountability/visibility
4. Better understanding of each others contribution
5. Continuing education

Marketing

1. Hire a Marketing Manager
2. Activate a sales/lead funnel, be active on channels
3. Look to hire VP, Sales Development
4. Actively pursue Associations Business: Leah Lazzari
5. Refreshing Unbridled Brand Components
6. Developing a suite of sales support tools
7. Having a voice in the industry (SITE, thought leadership)

Technology


1. Event Tech: Developing an Unbridled POV on
2. Event Tech: Integration as a service
3. Event Tech: Co-Lead with Scott/Tim
4. Launching Resume (starting Q1)
5. Leveraging our own technology and being tech savvy

Collaboration


1. Retooling the Advocate Program
2. Intrinsic Motivations evolution
3. Communicating with intention
4. Rethinking the Budget template
5. Group-to-group work groups and process innovation
6. Continuing to scale in the right way (Third Teams)
7. UnbridledU: Reading Program

ACTS


1. Finding ways for Unbridled to engage with ACTS
2. Continue to encourage Unbridled Identity

A photograph of two women sitting at a desk in an office. The woman on the left is looking down at a laptop, while the woman on the right is smiling and looking towards the camera. The scene is dimly lit, with light coming from a window in the background. The text 'Creating an environment of belonging' is overlaid in white on the image.

**Creating an
environment
of belonging**



**Encourage
peer-to-peer
problem solving**

A woman with long, wavy blonde hair is laughing heartily, her mouth wide open and eyes squinted. She is looking towards the left of the frame. In the foreground on the left, the nose and part of the face of a man with a beard are visible, looking towards her. On the right, the back of a person's head with long, straight blonde hair is visible. The background consists of light-colored wooden paneling and a wooden railing, suggesting an indoor setting like a hallway or a room. The overall lighting is soft and natural.

**Inviting people
to ask the why**

A photograph of two women sitting at a table outdoors. The woman on the left has long dark hair and is wearing a dark sweater. The woman on the right has short white hair, wears glasses, and a blue plaid jacket over a white sweater. She is writing in a notebook. A silver thermal cup is on the table. The background shows a wooden fence and greenery.

**Communicate
with intention.**

A man with glasses and a beard, wearing a red and black plaid shirt, is looking down at a document. A woman with long blonde hair, wearing a patterned top, is also looking at the document. The background is a blurred indoor setting with wooden paneling.

“Our” customer is at the center of what we’re doing

A photograph of two men sitting at a table outdoors, smiling. The man on the left is wearing sunglasses and a light blue button-down shirt. The man on the right is wearing sunglasses and a blue t-shirt. On the table in front of them are two bottles of Coors Banquet beer. The background shows a metal fence and trees under a bright sky.

**If you aren't proud
of what you're doing,
change it.**

**Relationships
will make work and
life fun again.**