



Propagating the New Work Disability Prevention Paradigm for Disability Benefits & Workers' Comp Systems across North America

PARTNER ATTRACTION PLAN

Introduction

We want to share our partner attraction plan with you so you can quickly figure out whether you want to work with us – and vice-versa. This plan briefly addresses five questions:

1. What is the purpose of The 60 Summits Project?
2. What kind of partners does The 60 Summits Project intend to attract?
3. Who is a perfect partner for The 60 Summits Project?
4. What can you expect from the people of The 60 Summits Project?
5. What is it like working together?

What is the purpose of The 60 Summits Project?

The 60 Summits Project was founded to:

- Promote the adoption of the new paradigm for disability benefits and workers' compensation systems embodied in the American College of Occupational & Environmental Medicine (ACOEM) guideline entitled "Preventing Needless Work Disability by Helping People Stay Employed".
- Establish an effective mechanism for getting the common-sense and evidence-based recommendations made in the ACOEM guideline off the paper and into everyday use.
- Take a grass-roots approach and create broad-based local groups of volunteers committed to propagating this new way of thinking across North America – in all 50 US states and 10 Canadian provinces.
- Convene Summit-type workshops for people of good will who are key stakeholders in each state and province – usually employers, healthcare providers, claims/benefit administrators and workers.
- Provide methodology and administrative infrastructure that allows the local groups to focus on creating events that will in turn create fresh thinking, action for change, and system improvements.
- And in the Summit workshops, to:
 - Introduce the new paradigm and the ACOEM guideline's 16 specific recommendations;
 - Challenge participants to decide whether to implement the recommendations in their own business, community and jurisdiction;
 - Create a respectful, independent, and high quality environment in which they can communicate and collaborate with one another to identify concretely how to implement them;
 - Encourage them to work together on-goingly to put those plans into action.

What kind of partners does The 60 Summits Project intend to attract?

We aim to attract people and organizations that are a "perfect fit" for us because it's so fulfilling and satisfying to work together – a mutual pleasure. We say there's a perfect fit if:

- What we offer is what you want and need;
- The way we deliver our services and products is what you have been hoping for;
- Our prices are just right.

What kind of partner is a "perfect fit" for The 60 Summits Project? (Please see next page.)

What kind of partner is a “perfect fit” for The 60 Summits Project?

So far, we have found that people and organizations who are a perfect fit for us share some important qualities. You may be a perfect fit for us if:

- You are “up to something big” -- you’re out to improve “the system” in your own work, your organization, your membership, your community, and your state/province;
- You are attracted to the values, qualities, principles, and design of the 60 Summits Project;
- You see and seize the opportunity for both yourself and your organization in what we offer;
- You are professional and capable, want to do what is right, and are aiming for excellence;
- You are willing to let us all be human beings who occasionally goof up or drop the ball;
- You are comfortable with the idea of working in partnership with us;
- You want us and The 60 Summits Project to thrive – and are happy to acknowledge the value we deliver with financial support so we can keep passing it along;
- You are easy to talk to and fun for us to work with: smart, sensible, and good-humored.

What can you expect from The 60 Summits Project?

In our relationships with local groups, we are also committed to:

- Helping you create a milestone of a Summit and follow-up that really makes things happen;
- Being inspiring, stimulating, and a breath of fresh air;
- Listening for what you are dealing with;
- Providing support as you make these new ideas come to life and really work;
- Sharing with you the wisdom and experience gained from prior Summits;
- Advocating strongly that your planning process and Summit be aligned with the purposes of The 60 Summits Project;
- Standing for your success even when you can’t believe things will work out;
- Being transparent, trustable, and delivering what and when we say we will;
- Providing a reliable and professional administrative and financial infrastructure;
- Speaking straight when things don’t work out as expected, and cleaning it up;
- Being great to work with and part of the team.

So, what’s it like working together?

We and our perfect partners are each free to be:

- Expert, confident, and relaxed;
- Imperfect;
- Authentic, trusting, and tolerant.

And so, these relationships also supply us each with:

- Friends and colleagues;
- Opportunities to make contributions to each other;
- Ways to make a difference that can benefit hundreds, thousands, or millions of people and companies.

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