



*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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