



ENVISION GREATER GREEN BAY

Grounded in Reality, Focused on the Future

Executive Director



POSITION TITLE: Executive Director

REPORTING TO: President of the Board of Directors

ORGANIZATION: Envision Greater Green Bay

LOCATION: Green Bay, Wisconsin

**Ready to be a game changer for the future of the Green Bay area?
Imagine helping Green Bay area leaders anticipate and lead change to a preferred future.
Join us as the Executive Director of Envision and lead the way**

Founded in 1990 as the Bay Area Community Council (BACC), **Envision Greater Green Bay** engages business, government, education and the nonprofit sectors to guide our community's future. A tax-exempt 501(c) 3 nonprofit organization led by a volunteer board of directors, Envision Greater Green Bay anticipates and leads change by teaching and applying proven strategies that identify disruptors to shape a preferred future.

Envision has aggressive growth goals, and this newly created Executive Director position will be instrumental in achieving those goals. Envision is seeking a visionary leader who can roll up their sleeves to deliver on projects and initiatives while still planning for future growth opportunities. The successful Executive Director will have a relationship-building mindset and will be dedicated to bringing business, government, education and the nonprofit sectors together to guide our community's future.

Our Roots as Bay Area Community Council

Born of a strategic commitment to promote the general prosperity and quality of life in the Greater Green Bay Area, the new Council was tasked by the Green Bay Area Chamber of Commerce with formally coordinating and aligning various special interest groups within the community to achieve strategic goals and objectives for the community as a whole. From the start, this nonprofit was made up of volunteers representing business, education, nonprofits, and government who have been working together to engage community leaders in understanding and shaping the area's future. It was and is governed by a board of 24 directors representing a cross section of the community.

The focus in the first thirty years was identification, analysis of and engagement with important community issues. The organization committed to being a thought leader to engage the community and monitor and report progress. In 2018, the Council piloted its first Foresight Analysis workshop by futurist Garry Golden for a cohort of eleven community leaders. Additional cohorts were trained each succeeding year. In 2020, BACC committed to a complete rebrand, changing its name to Envision Greater Green Bay to reflect its new focus on bringing Foresight Analysis to the community.



Foresight Analysis

Imagine being poised to meaningfully impact your organization's future in the face of a steadily increasing pace of change! What if we, as a community, could identify risks and threats in advance in order to enhance the quality of life for all? We *can* because we are able, with appropriate training, to anticipate disruptors and *lead* change. When trained in Foresight Analysis, leaders can learn to consider several plausible futures and develop internal capacity to guide smarter decisions. It seems Envision is one of the only organizations in the United States systematically applying Foresight Analysis to identify risks and opportunities community wide. Our goal? To enhance the quality of life and make the Greater Green Bay area a Community of Choice.

Foresight Analysis: Using Signals to Anticipate and Lead Change

Envision's foresight-trained graduates include the board of directors who have organized themselves into four key teams to scan for *signals of change* in trends, events and choices likely to impact the future of Greater Green Bay. The Signals Teams include Economic Transformation, Health & Well-Being, Pathways to Success and Community of Choice. Signals Teams are expanding within the community, welcoming hands-on learning of Foresight Analysis tools and skills, and contributing to our area's preferred future.

CULTURE

Envision Greater Green Bay encompasses a group of passionate people who care about their community. By implementing the Foresight Analysis process across business and community and expanding Signals Teams, this newly created role will help solidify the approach. The board of directors is supportive of this change and will work with the Executive Director in recruitment of participants of Foresight Analysis training and Signals Teams, event coordination and resource development.

Envision plays an active role in the Green Bay area, and embracing business and community is one of the main tenets of its vision. Organizations such as Nicolet Bank, Wipfli, KI, Bellin Health and Schneider are supporters of Envision.

REPORTING RELATIONSHIP

This position reports to the President of Envision. This role will also have support, direction and guidance from committee chairs heavily engaged in our work.

INITIAL PROJECTS AND 6 TO 12 MONTH DELIVERABLES:

The Executive Director will work closely with the board and committee members to:

- Gain a strong understanding of Foresight Analysis and Signals Teams
- Form an active network of Foresight Analysis graduates
- Organize and recruit for a spring and fall Foresight Analysis workshop each year
- Raise \$100,000 in annual funding
- Organize an annual World Futures Day

SCOPE AND RESPONSIBILITIES:

Core Responsibilities:

Leadership

- Participate with the committees and the board in developing strategic plans to guide the organization.
- Act as a professional advisor to the board on all aspects of the organization's activities
- Supervise administrative staff and coordinate with contract consultants
- Serve as an ex-officio member of the board and all standing committees, Signals Teams and task forces
- Engage and energize board members and other volunteers, partnering organizations, and funders
- Develop, maintain and support a strong board of directors
- In addition to the president, act as spokesperson for the organization

Operations

- Develop an operational plan with personal goals and objectives that carry out the strategic plan
- Conduct the efficient and effective day-to-day operation of the organization
- Ensure that financial, personnel, donor, program and historic files are securely stored and confidentiality is maintained

Financial, Risk Management and Reporting

- Work with the board to prepare a comprehensive annual budget
- Ensure that sound bookkeeping and accounting procedures are followed and properly reported to the board and appropriate committees
- Monitor legislation and regulation relevant to the organization to ensure organization compliance

Resource Development/Relationship Building

- Engage the board and other volunteers to secure adequate funding for operation of the organization
- Identify and develop prospective corporate, community and individual funding sources and work with volunteers to develop and implement resource development plans
- Prepare and submit funding proposals and grant applications and participate in resource development activities as appropriate

Communications and Advocacy

- Work with the Communications Committee to develop and implement a comprehensive plan to communicate with stakeholders and donors to keep them informed of the work of the organization
- Establish working relationships and collaborative arrangements with community groups, funders, media, elected officials and others to help achieve the goals of the organization



EXPERIENCE / SKILLS DESIRED

- 5+ years of leadership experience and a bachelor's degree in business, marketing, communications or a related field preferred
- Demonstrated commitment to the mission of Envision
- Ability to point to specific examples of having developed and operationalized performance- and outcomes-based strategies in a data-driven organization
- Demonstrated ability to fundraise and manage a budget
- Past success in working with a board of directors; ability to build relationships and work effectively with diverse people
- Strong marketing, public relations, written and oral communications and listening skills with ability to engage a wide range of stakeholders, points of view and cultures; a passionate and persuasive communicator
- Project management skills that are action-oriented, entrepreneurial, adaptable and innovative; ability to set priorities, develop a work schedule, monitor progress toward goals, track details of data, information and activity
- Positive attitude, self-direction, integrity and ethical behavior
- Knowledge of current community challenges and opportunities and the work of Envision in addressing them

COMPENSATION:

This position provides a flexible schedule of 30 hours per week (120 hours per month) and provides a competitive compensation package, including a base salary and employee benefits.

CONTACT INFORMATION:

To play a significant role in making an impact on our community, interested individuals should send a cover letter and resume to Envision at signals@envisionggb.org.

**ENVISION GREATER GREEN BAY
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920-615-4350**



Envision Board of Directors

- **David Wegge**, St. Norbert College, Retired – President
- **Phil Hauck**, TEC/Vistage, Retired – President-Elect
- **Tom Schumacher**, Services Plus , Retired – Treasurer
- **Nan Nelson**, Greater Green Bay Chamber, Retired – Secretary
- **Natalie Bomstad**, Wello
- **Lee Bouche**, Lee Bouche Consulting, LLC
- **Devon Christianson**, Aging and Disability Resource Center
- **Larry Connors**, Jackie Nitschke Center
- **Fr. Paul Demuth**, Senior Priest, Diocese of Green Bay
- **William Galvin**, Green Bay Common Council
- **Noel Halvorsen**, NeighborWorks Green Bay
- **Jeff House**, Oneida ESC Group
- **John Katers**, University of Wisconsin-Green Bay
- **Beth Kowalski-Lemke**, Neville Public Museum
- **Randall W. Lawton**, C. A. Lawton Company, Retired
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- **Diane Roundy**, BakerTilly Executive Search
- **Heidi Selberg**, Retired
- **Karen Smits**, NWTC, Retired
- **Randy Van Straten**, Bellin Health
- **Gratzia Villarroel**, St. Norbert College

Envision – Testimonials

Facing Massive Disruption with a Plan

I now think differently. I hear someone talk about “signals” and I process the information in a new way. Our industry is in a massive digital transformation, massive disruption, and we are using the *Foresight Horizon* process to develop the timing of the plans we’re building out. In addition, our sub-team has used *Four Futures* to picture the possible directions and outcomes – which one to select, and the plan to get there.

Laura Hieb

VP/CNO, Bellin Health

Immediate Success with Our New Tools

We immediately applied our new *Foresight Analysis* approaches to our analysis of an innovative *Third Horizon* investment opportunity. Using our new techniques to present it to an international decision-making board, we had immediate success. Our new “enhanced strategic planning” starts with *Foresight Analysis* tools but becomes a mindset that shapes everything we do. When we read a headline, we think about its implications, how it might play out.

We’ve used *STEEP* to examine 30 trends for their impact and likelihood. The process enhanced our prior commitment to always viewing *Three Horizons*, but it was significantly improved by our *Foresight* takeaways. Our competitors don’t think like this, so we’ll continue to stay ahead of them.

Matt Schueller

Chief Strategy Officer, Nature’s Way