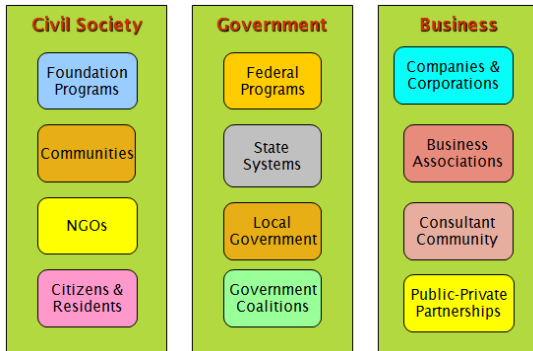


The EASE Change Suite Enabling Swift Large-Scale Change

How can sectors of interest collaborate better to create strong, lasting change?



Key Elements of Social Movements*

- A vision and a frame
- An authentic base in key constituencies
- A commitment to the long-haul
- An underlying and viable economic model
- A vision of government and governance
- A scaffold of solid research
- A pragmatic policy package
- A recognition of the need for scale
- A strategy for scaling up
- A willingness to network with other movements

*Ref: *Making Change: How Social Movements Work*, USC, 2009

The Big Picture

The scale and complexity of challenges we face require new levels of collaboration. In areas such as education, health care, job creation, and climate action, we need to reach beyond organizational boundaries and across business, government and civil society sectors. With the imperative to make large-scale changes quickly, we need robust ways to share, replicate, and scale solutions that work. Groups that pursue common goals need robust support systems to enable more sophisticated levels of collaboration, performance management, and means to fund their change.

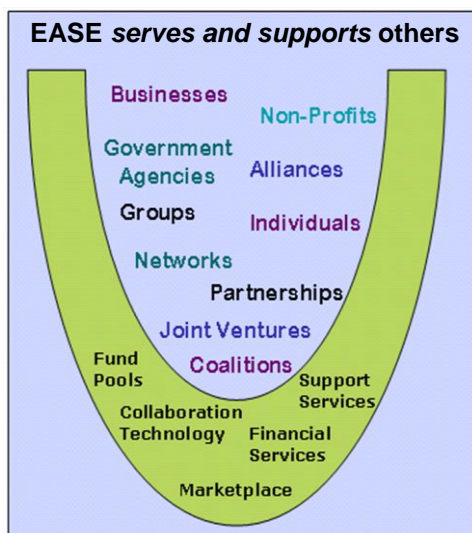
The Challenges of Organizing to a Common Purpose

Large collaborations and corporations face many structural challenges that make change and progress difficult to sustain. Often they feel a necessity to create a new organizational form (non-profit, coalition, alliance, division) to tackle large problems. Governance, performance and financial management can become fractious issues which can drain a collaborative group's momentum and commitment to work together. Meetings and conferences are inspiring when convened yet the enthusiasm and ideas they generate often do not translate into concrete action and accountability for performance once participants return to their organizations and their day-to-day work.

New Ways to Catalyze Coordinated Action and Accountability across Organizational Boundaries

EASE offers a suite of on-line services and a new facilitation method that enables diverse interests to work for the same purpose. At the start, EASE helps these diverse interests to align on a vision, agree to sub-goals that meet it, inventory the value of existing work and how it supports broader goals, and find ways to collaborate. Next, EASE's on-line scorecards translate the goals into action plans. All participants can use and share scorecards to track ongoing progress on their commitments. This transparency generates trustworthiness in the group.

Yet even with well coordinated action and participation in cross-boundary collaborations, engagement can be hard to sustain. Here is where EASE's capabilities offer a truly innovative solution - purchasing for purpose (see Market Shaping System offers on next page).





EASE offers Collaboration, Performance, and Purchasing Systems in Four Ways

EASE systems are designed to flow ideas, resources, money, opportunities and innovation to all those who participate in EASE-supported activities. The EASE model can energize engagement and enable faster adoption, replication of success and innovation. Groups can begin and grow their EASE-supported work in stages that progressively build capacity and power. EASE offers are described here.

1. **EASE Collaboration™** provides a structured facilitation process and on-line collaboration tools to help groups efficiently define their purpose, vision and change process. This helps groups achieve a high degree of alignment among participants as they shape and define their commitment to a shared purpose. EASE *Collaboration* enables groups to plan more coordinated and comprehensive implementations. EASE *Collaboration* enables
 - Rapid stakeholder alignment on purpose and strategy for change, in as little as one day
 - Social networking for a purpose, where participants can rapidly find others with common interests, offers and needs that can fast-track collaboration
 - Each participant can see how his/her role and work fits into the larger collaborative change strategy and can find valued people and work projects
2. **EASE Performance™** includes all the services of *Collaboration* and also provides on-line scorecards which enable collaboration on several common action plans within and across organizations. It helps groups track their performance according to key indicators of success and change. Participants can view the progress and challenges of others and share best practices and lessons learned. Thus many people can develop a shared sense of project ownership and personal responsibility for performance.

EASE Market Shaping System leverages routine purchasing to generate recurring revenue
Profit-driven market dynamics are one of the most powerful forces to motivate and drive human activity. EASE helps groups harness and expand the power of traditional market-based self-interest to a radically new role - one that aligns market practices with community interests to accomplish large-scale change goals. Participants in a collaborating group can use EASE's on-line Marketplace to purchase goods and services. A buyer-directed portion of each purchase fee generates philanthropic funding that supports community interests.

3. **EASE Market Shaping System for Purpose™** extends collaboration, planning and performance management to participants at a larger scale. It adds Marketplace functions including on-line purchasing, advertising and sponsorship to the collaboration functions to increase engagement of participants and businesses. When participants make purchases through the EASE Marketplace, a portion of the revenue flows to the collaboration organization which can use the funds for activities that advance its goals. EASE manages the collection and distribution of these funds and publicly reports on the organization's use of these funds. *Marketplace* flows funds to a single convening organization.
4. **EASE Market Shaping System with Fund Pools™ (MSS-fp)** extends the fund pool reach by enabling any fee-paying member to create and govern its own local fund pool (this is in addition to the fund pools already in place for the collaborative group as a whole). Any number of participants can work together towards a common purpose. All have access to the entire suite of EASE services. Their purchasing and ideas generate ever increasing amounts of new funding, joint learning through widespread access to best practices, and most importantly, ***impact that is local and can be shared at scale***. MSS-fp is a membership model which many organizations join to work on the same purpose.



Overview of EASE Change Suite Four Stages of Large-Scale Collaboration and Impact

Technology Features	EASE <i>Collaboration</i>	EASE <i>Performance</i>	EASE <i>Market Shaping System for Purpose</i>	EASE <i>Market Shaping System with Fund Pools</i>
On-Line Collaboration - Deep Profiles - SynchroSearch™ - Dialogue	For 100 users (available in blocks)	For 250 users (available in blocks)	For 1500 users (available in blocks)	For 5000 users (available in Member blocks)
On-line Scorecarding - Enables performance management across boundaries - Repetitive patterns of implementation are visible to be managed	Share output of collaboration process in a static scorecard report	1 Master and 5-10 Sub scorecards - a template for multi-goal action	Full scorecarding - manage performance across boundaries real-time, at scale	Full scorecarding - manage performance across boundaries, real time, at scale
On-line Marketplace (e-commerce) - Commerce supports change strategy			Add Marketplace (based on SynchroSearch) for purchasing and advertising	Add Marketplace (based on SynchroSearch) for purchasing and advertising
Fund Pools - Commercial activity generates philanthropic contributions which, in part, advance the purpose of the collaboration			EASE shares Marketplace transaction fees 50/50 with convening organization	EASE shares Marketplace transaction fees 2/3 tax free to local and general fund pools
Financial Services - Provides collection, management and distribution of all funds exchanged in this system, with swift, accountable services			Organization-level accountability for its funds uses	Transaction- level public accountability for every fund pool use, offering complete transparency
Support Services - Facilitation and Convening - Strategy and Operations Events of all types - Technical - Marketplace	3 rd party facilitation and on-line technical help;	3 rd party facilitation, on-line technical help; scorecard design consulting available	Extensive on-line and on site support for technology, business, convening, events and other areas as requested	Extensive on-line and on-site support for technology, business, convening, events and other areas as requested