
Community Training Sessions

— **Session 1: Identifying Your** —
Vision, Audience & Inspirations



Introductions - Staff & Attendees

Three sentence introduction

1. Name and where you live
2. I love to...
3. I want to...



Participating Organizations

- Hamilton Community Health Network
- City of Flint
- Michigan Institute of Clinical Health Research
- Metro Community Development
- Hasselbring Senior Center
- Flint Innovative Solutions
- Flint ReCAST
- The HUB Flint



Overview of Community Training Sessions

Sessions and Dates

Session 2: Getting Legal: Setting Up Your Organization, June 25 & 29

Session 3: Writing An "Ask Letter", July 9 & 13

Session 4: Get Noticed - Promote Your Effort through the Press & Social Media, July 23 & 27

Session 5: Letters of Support & Partnerships, August 6 & 10

Session 6: Finding Grants, August 20 & 24



Overview of Community Training Sessions

Sessions and Dates

Tuesday sessions will take place at 6 PM at MSU College of Human Medicine

Saturday sessions will take place at 10 AM at Hasselbring Senior Center

MSU College of Human Medicine is located at 300 E 1st Street, Flint MI 48502. Across from the Flint Farmers Market. Hasselbring Senior Center is located at 1002 W Home Avenue, Flint MI 48505.



Attendee Registration

Extremely important that you share with us

Each attendee is asked to share contact information, your motivation to attend today's session, indicate what topics you want more information on and where you heard about the Community Training Sessions.

Your feedback will help us better serve you and lets our employers know who we are serving.



Goals of Community Training Sessions

Help people start their efforts.

Teach others what we have learned.

Support others so they succeed.



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Developing a Mission & Vision Statement

mis·sion state·ment

a formal summary of the aims and values of a company, organization, or individual.

vi·sion state·ment

An aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future.



Developing a Mission & Vision Statement

Mission statements should be

- Easy to understand
- Concise
- Useful



Developing a Mission & Vision Statement

Flint Innovative Solutions

Vision Statement:

Flint Innovative Solutions vision statement is to provide innovative solutions for today's health challenges.

Mission Statement:

Flint Innovative Solutions strategically enriches the well-being of the residents of Genesee County and boasts access to community resources



Developing a Mission & Vision Statement

Vision statements are a short phrase describing the future you are ultimately working towards.



Developing a Mission & Vision Statement

Review handout “Intro to Mission Statements” - 3 minutes



Identifying Your Audience

“Everyone is not your customer” - Seth Godin

“Defining your target market or niche is the single most important business decision you can make as an entrepreneur” - Saskia Gregory

“The riches are in the niches” - Anonymous



Identifying Your Audience

Step 1: What will you do to help your customers?

Step 2: Who do you want to work with?

Step 3: How will you differentiate your brand to stand out?



Identifying Your Audience

Review handout “Niche Market Discovery Worksheet” - 3 minutes



Understanding Your Inspiration

Money?

Status?

Desire to help?

Review “Self Awareness Worksheet” on your own time to get a better idea of why you decided to start down your new path.



Homework

Assignment 1: Review handouts from today's session

Assignment 2: Watch YouTube videos related to today's session at www.flintrecast.com/cts

Assignment 3: Think about if your idea is best suited to be a business, non-profit organization or a function of another organization

