

**JCI Hong Kong  
2015 Development Forum  
12-9-2015**

**2015 NOM Strategic Planning  
Committee**



# 2015 Development Forum

- Chairman:
  - 2006 National President James Tsui
- Facilitator:
  - 2005 National President Ellen Tsang
  - 2011 National President Timmy Lee MH
  - 2015 National President Anthony Leung
  - 2016 National President Candidate Brian Kwan



# JCIHK Strategic 2016-2020

- JCI must start moving in a new direction. By fulfilling the JCI Mission and successfully working toward the JCI Vision, the result will not be membership growth, but rather strong, sustainable impact locally and globally.



**JCI WILL BE**

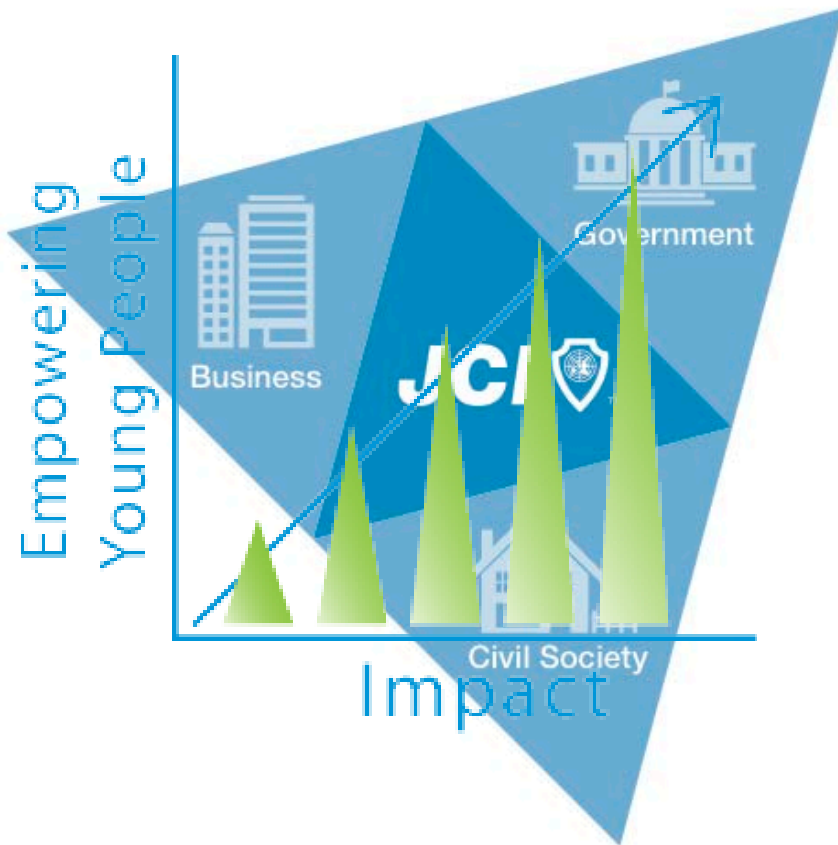
**THE ORGANIZATION**

**THAT UNITES**

**ALL SECTORS OF SOCIETY**

**TO CREATE SUSTAINABLE IMPACT.**

# How do we attain our long-term goal?



To achieve the JCI Mission and Vision and to expand our impact across the globe JCI must continue to engage and empower young people.





# The Ideal Active Citizen

**JCI Members**

- ➔ 18 - 40 Age
- Young
- Energetic
- Open Minded
- Willing to Explore New Ideas
- Sociable
- Skills
- Knowledge

Creates impact



18 -JCI Members' Age- 40

## The Ideal Member

- 25 – 32 Age
- Minimum 5-8 Years Long-Term Commitment
- Interest in Building Effective Projects
- Interest in Sustainable Organizations
- Flexible
- Unburdened with Extensive Family







# Understanding our Organization

Identify the **Community**

Identify the **Need**

Identify the **Focus**

Identify the **IMPACT**

- Analyze internally and externally
  - Conduct **CATWOE** Analysis
  - Determine if sufficient resources exist to solve the issues both internal and external



# There are six elements of CATWOE:

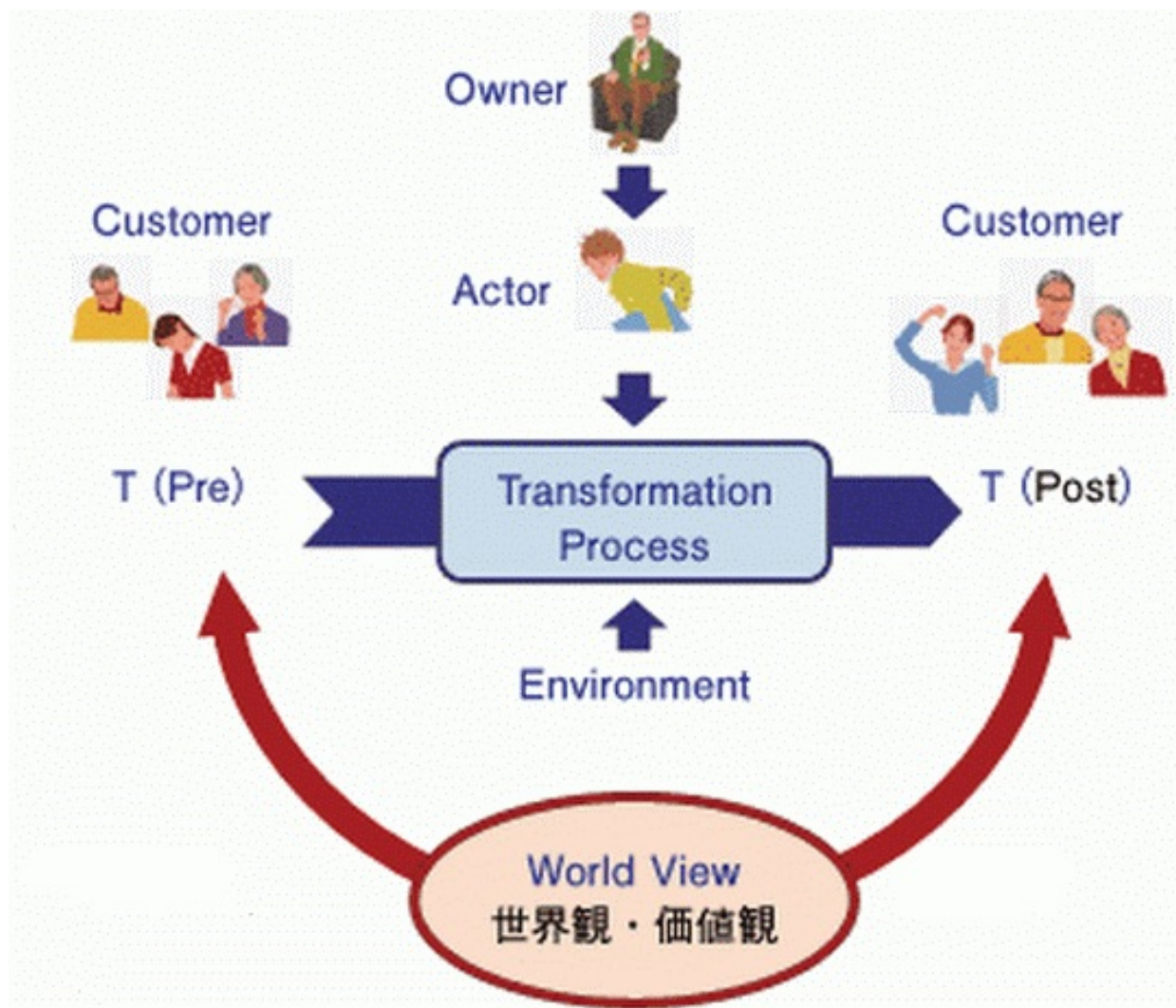
- **Customers** - Who are the beneficiaries of the highest level business process and how does the issue affect them?
- **Actors** - Who is involved in the situation, who will be involved in implementing solutions and what will impact their success? Those who would DO transformation
- **Transformation Process** - What processes or systems are affected by the issue?



# There are six elements of CATWOE:

- **World View** - What is the big picture and what are the wider impacts of the issue?
- **Owner** - Who owns the process or situation being investigated and what role will they play in the solution?
- **Environmental Constraints** - What are the constraints and limitations that will impact the solution and its success?





# What action can you take to Empower and Impact? New Impact Project? Unique Youth Leadership Organization?



# Let's discuss now!

