

STRATEGIC PLAN

2025-2030



EXECUTIVE SUMMARY

This plan broadens Destination Imagination's approach to its mission

- It positions DI as a vocal advocate for the value of creativity and the DI Creative Process.
- It raises DI's visibility in many fields, especially education, workforce development, and innovation.
- Additional kinds of Educational Experiences will be added creating new revenue streams for DI.
- Greater visibility and expanded Educational Experiences will also create new revenue streams for DI.

This plan invites everyone involved with DI to embrace its core values of innovation, mutual respect, appreciation, and stewardship as they chart the organization's future together.



GOALS & STRATEGIES

- DI's Strategic Planning team developed overarching strategies to guide the implementation of the strategic plan.
- These are designed to provide a strategic framework, without being so specific as to stifle creativity as DI pursues its goals.
- Annually, DI will set measurable objectives and develop an action plan that outlines what staff, board, and other members of the DI community will do to move the plan forward.

DESTINATION IMAGINATION

MISSION

Destination Imagination advances creativity as an essential skill for innovating, collaborating, and driving positive impact.

VISION

Ignite the power of creativity in all people.



CORE VALUES

- Innovation – We embrace creativity and are willing to pursue new ideas to drive progress and improvement.
- Mutual Respect – We actively show respect to everyone in the DI community, acknowledging all contributions to our success and resolving disagreements as colleagues.
- Appreciation - We honor the time, energy, and heart that everyone brings to DI, recognizing that collaboration between staff, volunteers, and participants is essential to our shared mission.
- Stewardship – We are each responsible for the well-being of Destination Imagination and its global culture of creativity, innovation, and self-expression.

SUMMARY OF GOALS & PRIORTIES

Destination Imagination

Cultivating Creativity as an Essential Skill

Establish Creativity
as an Essential Skill

Evolve the Team
Challenge
Experience

Engage More
Diverse Participants

Become a recognized authority
on the value of creativity and
the creative process

Explore opportunities for
innovation that support Affiliate
goals for participation

Engage more people through
new creative learning
experiences that remove
barriers to participation

GOAL 1: ESTABLISH DI AS A RECOGNIZED AUTHORITY ON THE VALUE OF ITS CREATIVE PROCESS

- Enhance the visibility of DI as a leader in the realm of creativity.
- Demonstrate the significance of the DI Creative Process in fostering innovation, education, and personal development.

GOAL 2: DIVERSITY REVENUE SOURCES TO STRENGTHEN FINANCIAL STABILITY

- Increase revenue from sources beyond the Team Challenge Experience/Global Finals.



GOAL 3: EVOLVE THE MODEL FOR THE TEAM CHALLENGE EXPERIENCE FOR GREATER SUSTAINABILITY

- Review the structure of the Team Challenge Experience and explore opportunities for innovation and improvement.
- Build resources and support for Affiliates as they work to achieve their participation goals.

GOAL 4: ENGAGE MORE PEOPLE, YOUTH AND BEYOND, IN THE DI CREATIVE PROCESS THROUGH NEW EDUCATIONAL EXPERIENCES

- Build new Educational Experiences that remove barriers to participation.
- Explore alliances and partnerships with other organizations to create new points of entry for participation in the creative process.



Goal 1: Establish DI as a recognized authority on the value of its Creative Process.
Five Year Priorities:
• Enhance the visibility of DI as a leader in the realm of creativity. • Demonstrate the significance of the DI Creative Process in fostering innovation, education, and personal development.
Overarching Strategies:
Strategy 1: Create and disseminate content that educates about the DI Creative Process and sparks interest from the education and workforce development fields.
Strategy 2: Lead advocacy on the value of the DI Creative Process, especially for youth.
Strategy 3: Build partnerships with universities and other institutions to support research into the impact of the DI Creative Process.
Strategy 4: Consider a repositioning of the DI brand to better reflect our desire to be a leading authority in the realm of creativity.

Goal 2: Diversify revenue sources to strengthen financial stability.
Five Year Priorities:
• Increase revenue from sources beyond the Team Challenge Experience/Global Finals.
Overarching Strategies:
Strategy 1: Build partnerships that lead to support for DI Educational Experiences.
Strategy 2: Design and execute a marketing strategy that emphasizes how DI Educational Experiences help organizations to achieve their goals, in order to increase sales of existing products (SkillFire, etc.).
Strategy 3: Increase revenue from sources beyond the TCE/Global Finals.
Strategy 4: Strengthen the board's capacity to support revenue generation.
Strategy 5: Seek partnerships and collaborations that advance the mission and provide revenue to DI.

Goal 3: Evolve the model for the Team Challenge Experience for greater sustainability

Five Year Priorities:

- Review the structure of the Team Challenge Experience and explore opportunities for innovation and improvement.
- Build resources and support for Affiliates as they work to achieve their participation goals.

Overarching Strategies:

Strategy 1: Assess model requirements in light of current trends in volunteerism, student availability, and interest.

Strategy 2: Collaborate with Affiliates and industry experts to identify the most valuable opportunities for model evolution and pilot new approaches.

Strategy 3: Enhance marketing to boost DI's visibility and reputation.

Strategy 4: Increase support for Team Managers.

Strategy 5: Pilot experiences that recognize student achievement and long-term involvement.

Goal 4: Engage more people, youth and beyond, in the DI Creative Process through new Educational Experiences

Five Year Priorities:

- Build new Educational Experiences that remove barriers to participation.
- Explore alliances and partnerships with other organizations to create new points of entry for participation in the DI Creative Process.

Overarching Strategies:

Strategy 1: Collaborate with communities to understand their needs and craft customized experiences that engage diverse participants in the creative process.

Strategy 2: Pilot innovative, cost-effective formats for educational experiences (for example: lean formats, free experiences supported by philanthropy).

Strategy 3: Create new educational experiences that engage youth of all ages in different learning environments (schools, after school programs, camps, etc.).

Strategy 4: Develop new methods for introducing educators and other youth development professionals to the value of creativity.

Strategy 5: Connect creative process skills to the achievement of local or regional priorities during the program design process.

Strategy 6: Increase DI's brand strength, to better position it as a provider of valuable, innovative experiences.

THANK YOU FOR JOINING US

