



William Glasser International  
WGI Board Meeting Minutes  
Sunday, July 24, 2022 - 1400 UTC Japan

Zoom information: 275-698-2209  
<https://zoom.us/j/2756982209>

**In Attendance**

Shruti Tekwani - US  
Kalikamurti Saraswati Suich - Australia  
Fumiko Hamada - Japan  
Lynn Sumida - Canada  
Sonia Munoz - Colombia  
Meenakshi Mhambre - India  
Ahmed Alshatti - Kuwait  
Denzyl Witbooi – So. Africa  
Denise Daub  
Chanel (youth)  
Kim Olver – Executive Director  
Farida D'Silva Dias - Chair

Lynn & Denzyl ppt presentation (**attached**)

Review of agenda for the board meetings each day

- Kim needs to prepare ppt presentation for Welcome party for conference
  - Farida will introduce
  - Committee heads will report
- Kalika – goal at the end of this meeting is to have a get ready set go document.
  - Second strategic plan meeting in her 8 years on the board
  - Confirming & ratifying the vision & mission
- Denzyl – get it as ready as possible

Day 1: Connecting & Expectations

Expectations over the next 4 days: (sticky notes)

- Advantage of energy in the room
- Good health (no covid)
- Building relationships
- Harmony
- Connection with other board members
- Approach for understanding
- Listening
- Appreciation for all input
- Discussion to achieve consensus and goals



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- Committee viewpoints
- Share with love & respect
- Timely meetings
- Focus on crucial issues
- Achieve a business like approach that will sustain and grow
- MO engagement and relationship
- Clear on vision and values
- Achieve our plans
- Clear understanding of plan of action
- Move forward with plan
- Youth committee more of a presence
- Get to know board members better
- Increasing global presence
- Doable plan
- Succession plan for those ending in 2022
- Finish strategic plan
- Research
- Marketing
- Products & services
- Website restructure
- Clarity of smart goals
- Finance
- Innovation

#### Categories

- Fun & learning
  - Financial
  - Strategic plan, goals, objectives & plans
- 
- Kim- Fees for MOs to be affiliated with WGI
    - Meal payment plan for meals over the next 4 days for WGI board meeting
  - Kalika-have information that is need-satisfying for MOs to be involved in WGI
    - Committees are advisors to the board
    - Board makes the decision
- 
- Monday, July 25<sup>th</sup> – 9-12:30 @conference hall then 2:00 to 6pm @Achievement corp.
  - Tuesday, July 26<sup>th</sup> – start at 12 pm to 8 pm – for board voting
    - Meet again online for meeting with MOs at 10 at hotel
  - Wednesday, July 27<sup>th</sup> – 9am – 4 pm (Welcome meeting at Achievement corp)

- Consultation document prior to the strategic planning
- Kim - For the presentation overview of strategic process, consultation, committee structures
- Lynn- must be very clear and focused on our vision so that we can get people excited
- What are your quality world pictures of the WGI vision & mission:
  - Inclusivity nature of vision & mission
  - WGI achieves its vision by supporting and connecting MOs all around the world to uniquely roll out choice theory psychology in their own countries
  - Meenakshi – questions the word “inspiring”
  - Sonia – questions the words “well-being” & “wellness”
  - Lynn-“wellness” is often thought about in physical sense
  - Farida-“wellness” is looked at in terms of medical
  - Kalika- will not get a word that works for everyone
    - Going for vague so that MOs can craft their own vision & mission based on WGI
  - Ahmed – non-profit organization - 2 target audiences, members & MOs
    - Actually more.. individuals, businesses, schools, counselors
- What percentage of time should be spent on public facing & inside training & membership
  - 63.75 public facing
  - 36.25 inside training & membership
- Fumiko – Japan website is 90% public facing (informative) & 10% membership

Top values from exercise of words: inspiring, humanity, create, provide & operate

1. Integrity
2. Connect
3. Sustainability
4. Choices
5. Relevancy
6. Leadership
7. Fun

Display on the website the values in a circle or in an open hand, palm up image

- Running motions to be made:
  - Motion for roles of committees
  - Motion for vision



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Today discussing certain issues

What do we want to be mindful of today to set ourselves up for success?

- Respectful of other opinions
- Active listening
- Don't interrupt
- Focus on big picture instead of own perspective
- Sensitive to others needs
- Time management
- Ownership for own needs

**Led by Ahmed Alshatti of Kuwait: Global competitive environment**

Clarifying our strategic intent for both inward and outward aspects of WGI

- Who is our competition?
  - Psychology organization
    - Counseling centers
    - AA
  - Spiritual organizations
    - Counseling centers
  - Psychological schools of thought
    - EQ training for businesses
    - Restorative justice
    - Non-violent

- Yoga
  - Gurus/Authors
    - Self-growth
    - leadership
  - Mainstream medical mental health services
  - Social services
- Possible products & services
  - WGI
    - Glasser apps
    - Website
    - Logo & branding
    - Merchandise
    - YouTube channel
    - MO development courses
    - Business & governance packs
    - Library of resources
    - Marketing material
    - Support for CTRTLM & accreditation for businesses and products
    - Universal training options
    - Oversight
    - Webstore
    - School CT curriculum
    - Audio books
    - University programs
    - Supervision for new counselors (criteria for quality)
    - Mentoring program (for criteria)
    - Supervision (for criteria)
    - Publishing
    - Business products-coaching & counseling
    - Virtual & online courses
    - Connecting up services for members and instructors
    - International conference
  - WGI & MO
    - Children's board game
    - Online training for faculty
    - Conflict resolution workshop
    - Mentoring program
    - International conference & seminars
    - Social media services & engagement
    - Supervision for new counselors
    - Individual/business publishing

- Online training & courses
- videos
- MOs
  - Online programs
  - Couples counseling
  - Conflict resolution workshop
  - Parenting workshops
  - EAP programs
  - Universities
  - Virtual courses
  - CT role play card games
  - Diversity workshop
  - Resilience workshop
  - CT school curriculum guidelines
- Legal
  - Dr. Glasser's audio books
- S.W.O.T
  - Strengths
    - Choice Theory
    - Training process
    - Products & services cover a large audience
    - Multicultural/Diversity
    - Passion for CT
    - Qualified trainers
    - Global presence
  - Weaknesses
    - Length of training process
    - Multicultural
    - Communication
    - Social media
    - Conflicting conferences, meetings & symposium
    - Organizational structure
      - ED, President & Chair – unclear positions
      - By-Laws
      - Volunteers
    - Organizational expertise
    - Evidenced based practice
    - Lack of leadership & innovation



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WGI Board Minutes of Meeting #  
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- No thought leaders
- Lack of youth in organizations
- Website
- People issues
- Administrative training process between countries
- Losing money
- No marketing
- Lack of youth in organization
- WGI does not own intellectual property for Choice Theory



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**Continuation of SWOT analysis**

- Weakness
  - Database
- Opportunities
  - Range of sectors to spread the idea (more products & services)
    - Schools
    - Social services
    - Counseling
    - Education
  - Auxiliary organizations teaching CT (ex: Achievement Corp.)
    - Possible affiliations
  - Global growth & relevancy
  - Audience searching for quality training
  - Multicultural-we can reach more people
  - Worldwide & local organizations (European Counsel, UNICEF, United Nations) can provide funding
- Threats
  - Former instructors teaching their own version of CT
  - Popularity of other modalities
  - Other successful models of operating
  - Other theories
  - Lack of quality control



## Kalika – Finances

### Review of why we needed to do SWOT analysis

- Quality world picture
    - Umbrella organization
    - Big foot footprint in the world
  - Strategic plan
    - What do we want?
    - What are we doing?
    - Is it working?
  - Values that drive the organization is fundamental
  - 4 magic questions
    - What do we want?
    - What am I doing to get it?
    - What do we do?
      - SWOT
        - Need to think about competition
          - 6 competitors
    - Is it working?
      - Pre-mortem
        - how do we overcome our weaknesses?
        - How do use our strengths?
        - How do we action opportunities?
        - How do we manage threats?
- Creating a roadmap of what we are doing
  - Create an action plan at a high level
    - Problem to fix
    - In pre-mortem we plan objectives
      - Use information of SWOT

### Key Objectives (accomplish in 3 years)

- Finance
  - Increase revenue
- Organization
  - Restructure organization to meet new vision & mission
  - Unifying our brand
- Client
  - Expand footprint inward and outward (external)
  - Increase support for MOs (internal)
- Idea
  - Protect the modality of Choice Theory
- Learning objective

- Build capacity of WGI

### Objective steps

- Increase revenue
  - Grant funding with admin fee - finance committee
  - Joint ventures & guaranteed admin fee – finance & legal committee
  - More and diverse training courses – training & finance committee
  - Offer shorter courses for less – training committee
  - Create merchandise – marketing committee
  - Entrepreneurs selling products on WGI website for a percentage – finance committee
  - Develop affiliates – finance committee
  - YouTube monetization – youth committee
  - Sponsorship – finance & marketing committee
- Restructure organization to meet new vision & mission
  - More staff with clear roles & clarify current roles – executive director
  - New legal structure that meets our needs and wants – legal committee
  - Clarifying umbrella structure – HR
  - Review MOs levels – MO committee
  - Review internal systems (ie. finance, training, HR) – finance & legal
  - Review board structure – HR
- Expand footprint inward & outward
  - Inward
    - Expand information exchange/awareness of skills amongst the MOs - staff
    - More products & services with WGI recognition – marketing & training committee
    - Improve communication & collaboration between MOs – MO committee
    - Increase capacity to respond to MO needs – MO committee
    - More faculty engagement & support – Faculty committee
    - Strategically place youth in positions of influence – youth committee
    - Increase internal and external messaging on popular platforms – marketing committee
  - Outward
    - Speakers' bureau – faculty committee
    - Improve communication & collaboration between MOs – MO committee
    - WGI board representative at MO events- MO committee
    - Website – marketing committee
    - **Develop professional relationships ie. Universities & associations -**
    - Designated marketing & social media person -youth & marketing
    - Look for popular platforms to spread the news – marketing

**Motion: Moved by Sonia, Seconded by Meenakshi**

**I move to accept the new strategic intent which includes the mission, vision, values & objectives as follows:**



***Vision Statement***

*Inspiring emotional wellbeing and mental health for all humanity.*

***Mission Statement***

*The WORLD needs “a new model for living”*

- *to create individual wellbeing, fulfilling relationships & satisfying work and learning environments.*
- *We provide knowledge and skills, uniquely underpinned by Choice Theory®, an internal model of empowerment for “how people can get along better”.*

*We operate through Member Organizations around the world offering culturally respectful training & innovative initiatives.*

Objectives:

- Protecting the modalities of Choice Theory and Reality Therapy
- Increasing support for MOs
- Unifying our brand
- Expanding footprint inward and outward (external)
- Building capacity of WGI
- Restructuring organization to meet new vision & mission
- Increasing revenue

Values

- Integrity
- Connect
- Sustainability
- Choices
- Relevancy
- Leadership
- Fun



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**Votes**

Kalika	4
Lynn	4
Meenashki	4
Shruti	4
Ahmed	4
Fumiko	4
Sonia	5
EJ	5

**Motion passed**



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Fumiko: Japan conference announcements

Lynn: check-in

### **Continuation of Objectives steps**

- Increase support for MOs (MO committee)
  - Value added for membership
  - Articulating the value offered for membership - marketing
  - Provide branded marketing materials - marketing
  - Governance packs for MOs – finance committee
  - Provide organizational consultation, as needed
  - Quarterly network meeting with MOs
  - Resource library for members
  - Differentiated development model for support via MO states
- Unifying the brand
  - Acquire marketing expertise -
  - Clarity on identity - marketing
  - Electronic badges – legal & marketing
  - Foreign rights for Glasser's books – legal & marketing
  - Obtain trademarks- legal & marketing
  - Unifying brand international/MOs – legal & marketing

- Protect the modality of CT (Training committee)
  - Collect & share evidenced-based research & research partners – research committee & staff
  - Engaging with higher learning institutions & professional organizations around curriculum/textbooks –
  - Faculty engagement – faculty committee
    - Brand loyalty
    - Faculty CE/PD
  - Proactive with translating Glasser material with criteria for quality – staff to clarify
  - Trademarking across countries
  - Harmonize ideas around Choice Theory
  - Standardized training materials/templates
- Building capacity of WGI (this objective underpins all other objectives and committees)
  - Human resource committee -
  - Upgrade/online database – staff (expertise)
  - Sustainability/training within
  - Hire more staff
  - Identify & co-opt expertise
  - Resource development

#### Organizational culture exercise led by Ahmed

- Achievement & Support
- Responsibility & Roles
  - Group 1
    - Don't want to change anything
  - Group 2
    - Want to make changes
  - Group 3
    - Want some change, but not as much as group 2

#### What the numbers say:

- We feel we are an achievement & support organization and less about responsibility & roles
- Better than the average organization
- We believe that the more we are achieving the more we will be rewarded, recognized & promoted
- Good support within WGI
- Power use is acceptable, maybe a little less
- Less outside control more internal control
- We need to change culture to be more achieving and supporting organization



William Glasser International  
WGI Board Meeting Minutes  
July 27, 2022 1300 UTC Japan

Action plan

- Protecting the modalities of Choice Theory and Reality Therapy
- Increasing support for MOs
- Unifying our brand
- Expanding footprint inward and outward (external)
- Building capacity of WGI
- Restructuring organization to meet new vision & mission
- Increasing revenue

**For next board meeting**

**Motions:**

**Research committee that currently exists at GIFCT-US be invited to be the WGI research committee**

**MO fees will not be changed for the next twelve (12) months (no motion)**

<b>Objective steps</b>	<b>Finance</b>	<b>Legal</b>	<b>Training</b>	<b>Marketing</b>	<b>Youth</b>	<b>Faculty</b>	<b>ED</b>	<b>HR</b>	<b>MO</b>	<b>Staff /Research</b>
<b>Increase Revenue</b>	Grant funding w/admin fee	Joint ventures & guaranteed admin fee	More and diverse training courses	Create merchandise	YouTube monetization					
	Joint ventures & guaranteed admin fee		Offer shorter courses for less	Sponsorship						
	More and diverse training courses									
	Entrepreneurs selling products on WGI website for a percentage									
	Develop affiliates									
	Sponsorship									
<b>Restructure organization to meet new vision &amp; mission</b>	Review internal systems (ie. finance, training, HR)	New legal structure that meets our needs and wants					More staff with clear roles & clarify current roles	Clarifying umbrella structure	Review MOs levels	
								Review board structure		



<b>Objective steps</b>	<b>Finance</b>	<b>Legal</b>	<b>Training</b>	<b>Marketing</b>	<b>Youth</b>	<b>Faculty</b>	<b>ED</b>	<b>HR</b>	<b>MO</b>	<b>Staff</b>
<b>Expand footprint inward</b>			More products & services with WGI recognition	More products & services with WGI recognition	Strategically place youth in positions of influence	More faculty engagement & support			Improve communication & collaboration between MOs	Expand information exchange/awareness of skills amongst the MOs
				Increase internal and external messaging on popular platforms					Increase capacity to respond to MO needs	
<b>Expand footprint outward</b>						Speakers' bureau			Improve comm. & collaboration between MOs	
				Website Designated marketing & social media person	Designated marketing & social media person				WGI board rep at MO events	
				Look for popular platforms to spread the news						
<b>Increase support for MOs (MO Committee)</b>	Governance packs for MOs			Articulating the value offered for membership						

<b>Objective steps</b>	<b>Finance</b>	<b>Legal</b>	<b>Training</b>	<b>Marketing</b>	<b>Youth</b>	<b>Faculty</b>	<b>ED</b>	<b>HR</b>	<b>MO</b>	<b>Staff</b>
				Provide branded marketing materials						
<b>Unifying the brand</b>		Electronic badges		Clarity on identity						
		Unifying brand international/ MOs		Electronic badges						
		Foreign rights for Glasser's books		Foreign rights for Glasser's books						
		Obtain trademarks		Obtain trademarks						
		Unifying brand international/ MOs		Unifying brand international/ MOs						
<b>Protect the modality of CT</b>						Faculty engagement				Collect & share evidenced-based research & research partners
										Proactive with translating Glasser material with

										criteria for quality (staff)
<b>Objective steps</b>	<b>Finance</b>	<b>Legal</b>	<b>Training</b>	<b>Marketing</b>	<b>Youth</b>	<b>Faculty</b>	<b>ED</b>	<b>HR</b>	<b>MO</b>	<b>Staff</b>
<b>Building capacity of WGI</b>										Upgrade/online database



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August 1, 2022 1300 UTC

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### **Assessment of Conference**

- Attention to detail appreciated
- Acknowledge the people working behind the scenes
- Sincere welcoming and appreciation for people who made the trip
- Individual and collective cared for
- Clear direction to conference
- Felt safe
- Wonderful meals and particular attention to vegan meals
- Impressed research
- Genuine love and care between Masaki and Satoshi
- Welcoming and caring of staff
- Transportation coverage
- Simultaneous translation
- Culture activities (tea ceremony & calligraphy)
- Shigeru and all his work
- Gifts
- Connections

### **Feedback**

- Not enough counseling & education sessions
- Conference not run by organization, but by Achievement corp
- WGI no control of sponsor

- Showcased the organization that was hosting, Achievement
- Business and leadership were showcased more predominantly
- Courses not put on website in enough time, only 3 days prior to the event. Didn't give people enough time to decide whether they wanted to go or not
- First conference where English was not the primary language
- We didn't have a Faculty Day
- Make it a standard that we have a visitation to an organization or school as part of the conference

Kalika anything to do with the finance committee will have an action plan with timelines within a month

- Will include other committees where necessary

Kim - restructuring to have a full board meeting for direction before going to a committee

- ED position – what kind of person do we want in this position?
- Kim – suggest having a larger discussion with the board to give direction to the committee before they do the work
  - Committees will do the work and bring to the board

Subgroups of restructuring (Strategic planning)

- Review ED & Staff needs
- Structure of organization
- Draw picture of organization structures
- Structure of board
- Legal structure
- Use of advisors

### **To Member Organizations**

- HR resources to help with restructuring
  - To align structure of WGI with the new vision and mission
- Marketing committee

Marketing committee

- Meenashki
- Chanel

Protect the modality of choice theory (training committee)

- Trademark (strategic planning)
- MO input on who are thought leaders



Strategic committee will take the initiative to reach out to WGI leaders regarding what is happening going forward

Training committee

- Meenakshi
- Lynn
- Ali Sahebi
- Sonia (Chair)
- Farida
- EJ

Up to committees to decide how they meet (i.e. on Zoom, word)

Building the capacity of WGI (ED)

- Online database (ED & Denise)
- HR committee
  - Ahmed
  - Farida
  - Shruti

Fumiko joining MO committee

Sustainability is a value and needs to underpin all our work as with all values

Training within

- Kim to make a list of resources that we have and in communication with them regarding training within the organization. Can work with HR committee
- Succession planning
  - In August we will invite new board members to executive board meetings
- What kind of support does ED need to do this work
  - Not clear what type of decisions she can make as an ED without board decision
  - Accountability-Kim reaches out to committees several times and if she is not getting a response, it goes back to the board for a new plan
- Kim will coordinate between committees looking for overlap and communication between committees

August 18<sup>th</sup> – executive board meeting 2300 UTC

August 26 – next board meeting 1300 UTC

MO & board meetings blended meetings no longer needed

**Timelines**



William Glasser International  
WGI Board Meeting Minutes  
August 1, 2022 1300 UTC

Finance committee by September 1<sup>st</sup>

Action plans from all committees by September 8<sup>th</sup>. Kim to provide a template to committees for the submissions to include timelines and resources (systems, money, people) needed from WGI.

Committees submitting

Training

Strategic committee

Finance

Marketing

Add Chanel to board meeting list

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Farida D'Silva Dias, Chair  
William Glasser International, Inc.

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Kim Olver, President & Executive Director  
William Glasser International, Inc.