



GOCO

GREAT OUTDOORS COLORADO

Otero County Investments - \$4,087,818.51

Over 24,137 acres conserved

Amazing Local Government Partners

Arkansas Valley Legacy Project

To help the people of Colorado preserve, protect, enhance, and manage the state's wildlife, park, river, trails, and open space heritage.



2



1



7

6



5



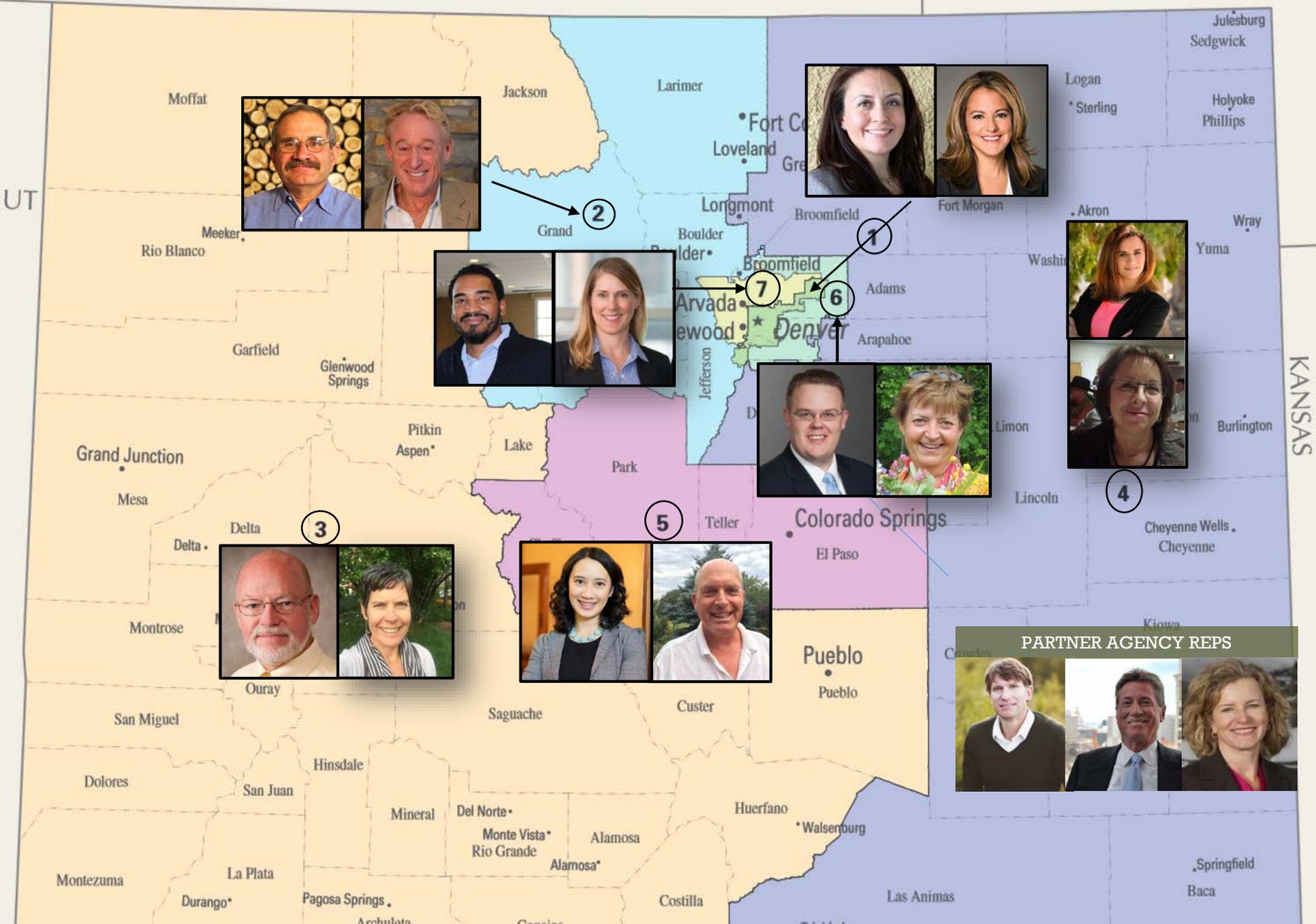
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3



PARTNER AGENCY REPS

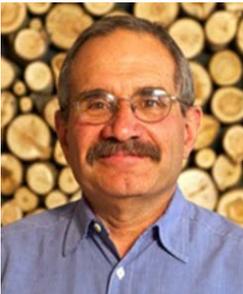


GOCO's New Board Members



Leticia Martinez of Denver (U), Congressional District 1

Nationally recognized expert in community organizing with extensive experience in designing and implementing strategic digital, field, and mail campaign plans. During her more than 20 years of political experience she has traveled to over 30 states to work on local, state, and federal candidate campaigns. Leticia is a sixth-generation Coloradoan.



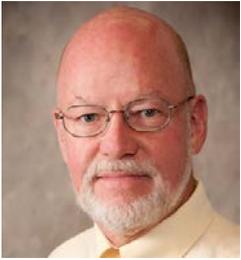
Turk Montepare of Breckenridge (U), Congressional District 2

Current realtor and resident of Breckenridge since 1972. Turk has been active with the Summit County and Breckenridge Open Space Programs since their inceptions. He currently serves as chair for Summit County and has helped to negotiate pro bono for over 5,000 acres of Open Space purchases in Summit County.



Mo Siegel of Boulder (D), Congressional District 2

Founder of Celestial Seasonings, Inc. in 1970 and for more than 29 years was Chairman and President of that largest manufacturer and marketer of specialty teas in North America. Mo is the owner of Capital Peaks Investment and has served on 5 public company boards and 17 private corporate Boards of Directors to include: Whole Foods, Annie's, Himalayan Cataract Project, Camelback Corp, among various others.



David Cockrell of Pueblo (D), Congressional District 3

Former recreation and outdoor education professor, urban planner, and a college administrator. Other aspects of his career are in urban and regional planning, providing local government with technical assistance, writing county comprehensive plans, and finally serving as senior neighborhood planner for the City of Pueblo.



Pamela Denahy of La Junta (R), Congressional District 4

Current Director of Tourism & Events for the City of La Junta. Pamela has more than 18 years of professional public relations and marketing experience. Prior to moving back to her hometown of La Junta, Denahy worked with an engineering firm in Denver for eight years in the area of marketing and public relations.



Mina Liebert of Colorado Springs (U), Congressional District 5

Serves as the Public Health Planner for El Paso County Public Health. Mina is the Chair of the City of Colorado Springs Parks, Recreation, and Cultural Services Advisory Board. She also serves on the Board of Directors for the UCHHealth-Memorial Health System. She has been a resident of Colorado Springs for over 15 years.



Jahi Simbai of Wheat Ridge (U), Congressional District 7

Has worked in higher education administration in Colorado for over 18 years. Prior to his work in Higher Ed, he worked as a structural analyst for Ball Aerospace in Boulder. Jahi is on the Wheat Ridge Planning Commission and is a board member for the National Association of Multicultural Engineering Program Advocates (NAMEPA).

GOCO partnered with Prosono to achieve key outcomes and co-create the organization's 2020-2025 strategic plan

Outcomes

- » Organizational understanding of the roles each part of GOCO is responsible for in the achievement of their strategic priorities
- » Common language, vocabulary, and normed around continuous improvement and ability to pivot or persevere within projects and execution of the strategy
- » Alignment of program and roles around an overall strategic direction (people, time, financial resources, recruiting, training, etc.)

Outputs

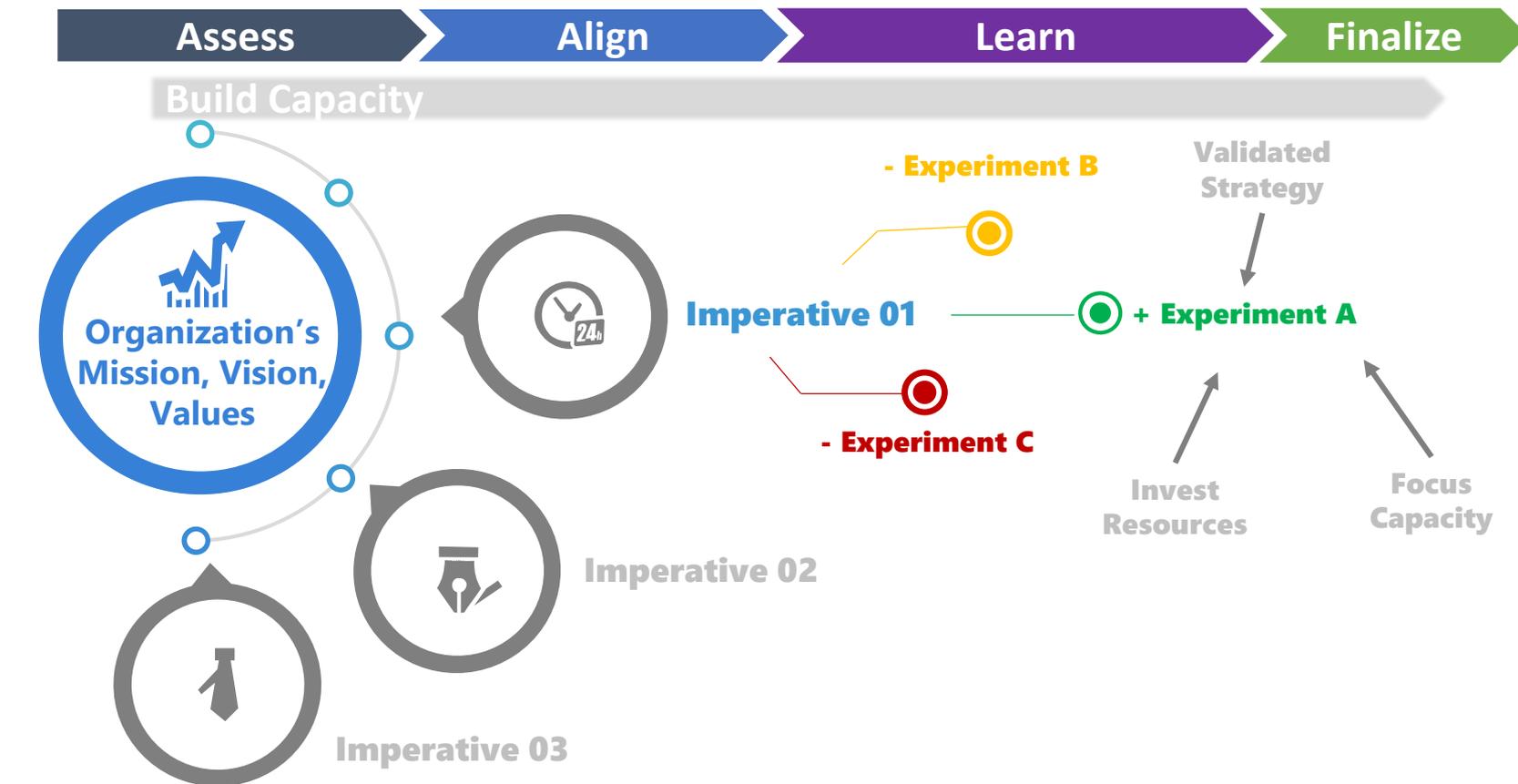
- » Market research & insight
- » A 5-year Strategic Plan based on data driven and de-risked priorities
- » A trained and prepared team to support the 5-year plan

Solution

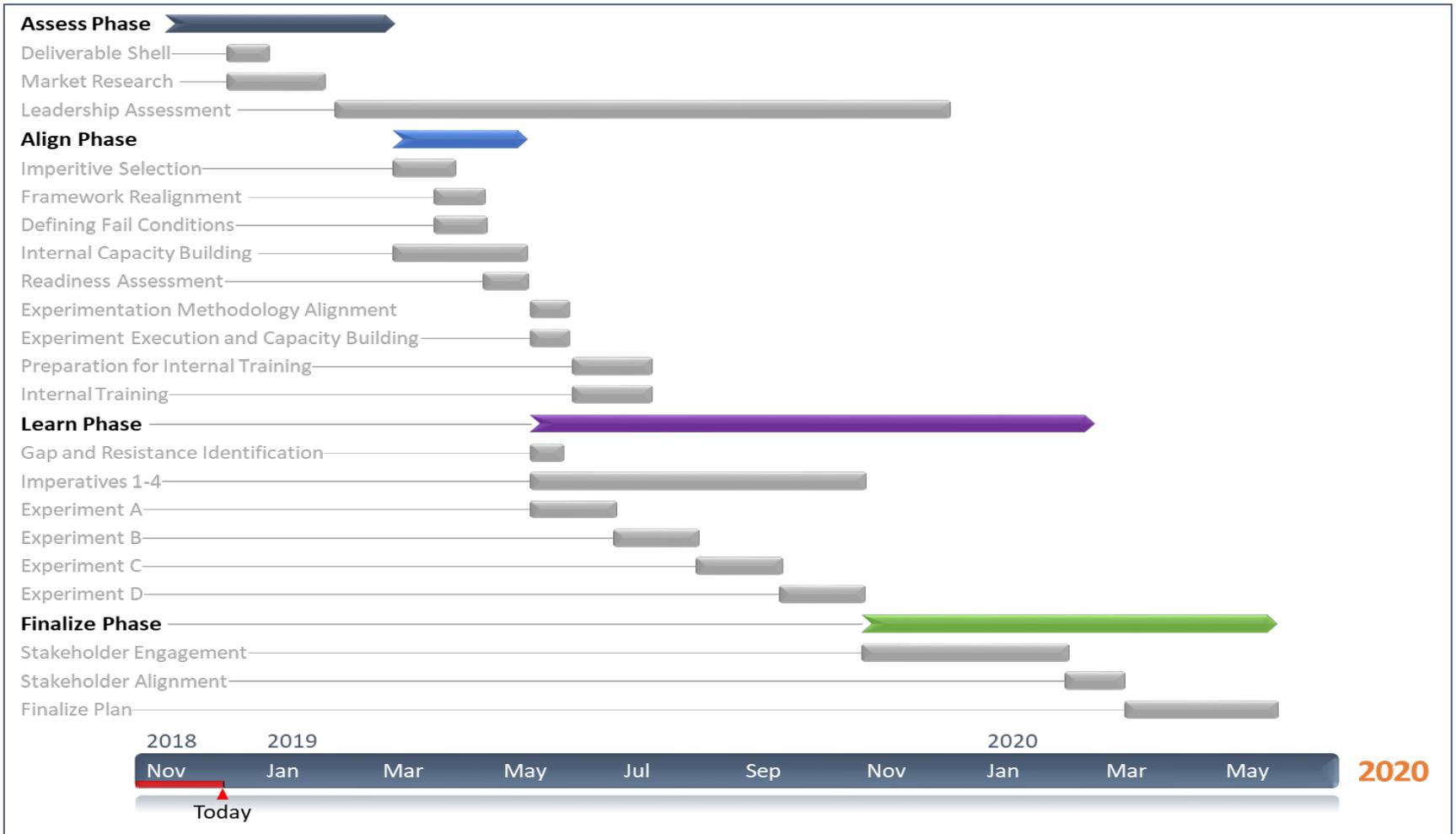
- » GOCO partners with Prosono to co-create the 2020-2205 Strategic Plan
- » Strategic planning will involve data-informed strategic imperatives, assumptions and hypothesis development
- » Beliefs and assumptions will be tested through a series of experiments that will result in continuous validated learning to inform the strategic plan
- » Resulting strategic plan will be co-created based on validated learnings

Prosono has developed an experiment-based agile approach to strategy

Prosono's approach to strategy identifies key strategic imperatives and runs a series of experiments to (in)validate the approach quickly, so an organization may surge resources on proven, validated strategy.



The project will be completed over 17 months of working with GOCO to define, test and develop the Strategic Plan



Complete project plan available to GOCO in Basecamp or on demand as necessary