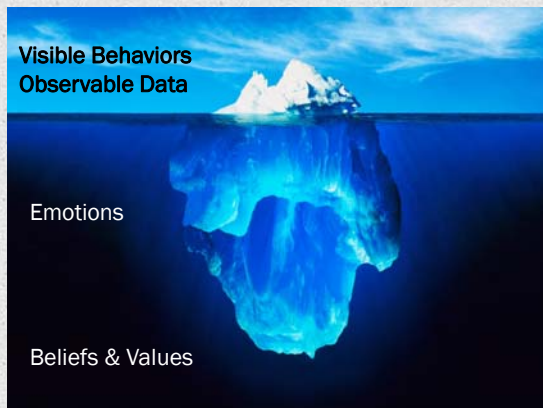


- ## 2008 Articles of Incorporation
- o Promote and improve the culture of health and safety in Montana through:
 - o Health and safety management systems
 - o People based safety initiatives
 - o Other related programs and activities
 - o Promote evidence based stay-at-work and return-to-work programs.

2012 Strategic Plan

- o An extensive list... which included:
- o Started with a number of 'internal goals' (governance, hiring ED, fundraising)
- o SafetyFestMT
- o SAW/RTW
- o Expand website – more general safety information.

Work Place Culture



Work Place Culture



May 2013 Competitive Analysis

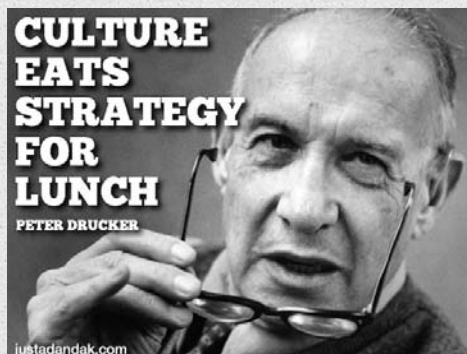
Our strategic position:

- o Promote and facilitate change in workplace safety culture.
- o Serve as a 'gateway' to access safety resources.
- o Achieve these through brand awareness and strategic partnerships (cause related marketing).

May 2013 Strategic Objectives

- Be a valued partner & leader in changing Montana's safety culture.
- Social marketing campaigns focused on safety culture success stories with co-branding partners.
- Emphasize interrelationships of wellness & safety – multidisciplinary collaboration.
- Promote our website, social media – be the 'gateway.'

Changing the culture
begins with us



WorkSafeMT – culture shift

Government Funded

- o Branding less important.
- o Cooperation more important than differentiation.
- o Maintaining the strong center position – reduce risk.

Private Sector Funded

- o Breakthrough brand is essential.
- o Differentiate or die.
- o Innovate from the fringe – keep the 'system' open.
- o Tap into the power of private sector influencers.

September 2013 -Focus

We have evolved. Re-branding!

- o How?
- o First step: Through in-depth conversations with potential major donors assisted by Marketing professionals . A donor centric process.
- o Second step: Roll-out the new identity with the support of our new strategic partners/donors.

Why re-branding?

- Internally: Cohesion. If you don't know where you are going and why you are relevant, you don't have a brand.
- Externally: Build Capacity. The brand reflects the image held by multiple stakeholders, not just donors and volunteers, but those it seeks to influence, assist, or reach.

Why?

Brand = purpose.

Strong cohesion (internal) and high levels of confidence (capacity) contribute to greater organizational social impact.

Timeline

- End of February 2014 - Branding & donor research completed.
- March/April - New Brand and associated 'product/program' roll out.
- April - Share what we learn from private sector influencers with LMAC and Economic Affairs Interim Committee; with recommendations for legislation, if appropriate.