



Organization
Global Communities

Website
globalcommunities.org

Sector
Development

Country
USA

Operations
Global

Headcount
1600

SOI®	Partners for Good
Positioning statement	By cultivating enduring relationships with the people we serve, we catalyse long-lasting, sustainable change in low-income communities around the world.
Core values	<p>Committed We do what we do because it is the right thing to do. We work with passion, enthusiasm, a belief in our mission and in our people; we are determined to ensure our work results in tangible, long-term good worldwide.</p> <p>Genuine We work through relationships based on trust, respect and equity. We are diplomatic and sensitive to cultures. We work and employ locally. We believe that equality, shared responsibility and complementary strengths are at the core of our partnerships.</p> <p>Connected We bring together communities, the private sector, governments, organizations and the full range and resources of our networks to improve dialogue, create prosperity, stability, peace and positive change. We learn from each other and we embrace technology as a means to better connect the world around us.</p> <p>Purposeful We are a resolute, forward-looking organization that embraces change in the world and among ourselves to drive new ways to achieve our mission. We bring clarity to complex issues. We are smart and responsive, business-like, and determined to innovate and find ways to partner more effectively for the benefit of our community worldwide.</p>

Global Communities is an international development and humanitarian aid organization that operates in approximately 30 countries per year.

The challenge was to define an SOI® to help articulate a purpose and positioning for an organization keen to have an even greater impact on the world. Established in 1952 as a US housing foundation, Global Communities evolved into a major international development NGO focused on improving the social and economic fortunes of the poor.

After years of success, it found itself in a sector that, post-2008 and the onset of austerity, faced major challenges. To compete for donor funding, the best people, and, critically important private sector partnerships, it needed to sharpen its focus and be crystal clear about the value it was delivering to the world.

The SOI® approach

Engaging with key stakeholders around the world from the start using a variety of SOI® tools and approaches, helped identify and define a compelling SOI® strategic framework that captured the truth of the organisation. With the SOI® ‘Partners for Good’ at its core, explained through a straight forward positioning statement, and underpinned by a set of practical values, we created a simple framework that could be utilised by everyone working for and with Global Communities to achieve shared objectives.

‘Wherever we are in the world, our Single Organizing Idea is at the heart of what we do — guiding our decision making and inspiring us to be at our best.’
David Weiss CEO, Global Communities

The SOI® effect

Global Communities’ SOI® has been a success in large part because the stakeholders themselves were involved in the process from the very outset. Adoption of the SOI® and the commitments it demanded was relatively straightforward, despite the geographic spread of the organization.

The launch of SOI™ led directly to new, meaningful relationships being formed with players in the private and government sectors in countries where Global Communities operates. Staff engagement and recruitment policies are aligned with the SOI®, as is the approach to the research and development of new ideas. It’s a work in progress, but the SOI® has been embedded and is helping the organization to continually improve and achieve its objectives around the world.