

**MUSCATINE CITY COUNCIL  
STRATEGIC PLANNING RETREAT  
TUESDAY, OCTOBER 13, 2020 8A.M.**

**\*\*\* Due to COVID-19 precautions all Muscatine City Council Meetings\*\*\*  
Are being held electronically until further notice.**

**Please join my meeting from your computer, tablet or smartphone.**

<https://global.gotomeeting.com/join/284757517>

**You can also dial in using your phone.**

United States: +1 (571)317-3122

**Access Code:** 284-757-517

New to GoToMeeting? Get the app now and be ready when your first meeting starts

<https://global.gotomeeting.com/install/284757517>

## **AGENDA**

City Councilmembers will be participating in a Strategic Planning Retreat.  
Details attached.

**The public is welcome to log into meeting and observe but there will be no place for public comments or discussion.**

# City of Muscatine Strategic Planning Retreat

## SUMMARY OF UNDERSTANDING

The City of Muscatine recently hired Carol Webb as their new City Administrator. Within the first six months of Carol's employment, The City agreed to hold a strategic planning retreat using an experienced facilitator. Powers Resource Center (PRC) has worked extensively with Carol and her leadership team in the past and was asked to prepare a proposal to facilitate the strategic planning session in early October. Following a consultative conversation with Carol, PRC recommends the following approach to make the strategic planning retreat a success.

### Strategy Planning Retreat Purpose and Designed Outcomes:

- Develop agreements around engagement and communication
- Build clarity for the City's vision (collective dream) for the next 1-5 years
- Identify and align Council priorities, strategic objectives and critical success factors

### Process:

[Carol Horner](#) from Council Bluffs, will lead the facilitation of the session. She will use DISC, Appreciative Inquiry and the SOAR methodology to get to the outcomes listed above.

### Step 1: Pre-work:

- PRC Facilitator will have conversations with each Council member, the Mayor and Carol Webb before the strategy and team building session. The data gathered from the interviews will be helpful for the facilitator to understand history, challenges and opportunities. It also builds a connection with the facilitator prior to the strategic planning retreat. These will be conducted virtually, via Zoom or telephone. Each interview will last between 20-30 minutes.
- Each Council member, Mayor and Carol Webb will complete an online DISC assessment to gain insight into their communication style and approach. Council members will immediately be able to access comparison information with other Council members and videos about their working style and communication.

### Step 2: Virtual DISC Training:

- Carol will facilitate a 2-hour virtual DISC training for the group and provide follow up and engagement tools that can be used before the strategic planning session to build trust and engagement.

### Step 3: Strategic Planning Session: (8:30-4:30pm, early October TBD)

- AM Session:
  - Build engagement agreements to make the Strategic retreat a success
  - Define and align on broad goals and strategies using Appreciative Inquiry techniques. Appreciative Inquiry (AI) is a model and process that seeks to engage people in self-determined change, through

inquiry, using an appreciative strengths-based approach. It focuses on leveraging an organization's positive core to advance and further develop the organization's ability to sustain positive change.

- PM Session:
  - Bring in the City Leadership Team and focus on walking everyone through the SOAR model in relation to the broad goals defined by Council.
  - SOAR stands for ~ **Strengths, Opportunities, Aspirations and Resources**. The SOAR model keeps everyone focused on what's possible, rather than going down the rabbit hole of finger pointing, blaming and complaining.
  - You can read more about this model here: <https://www.toolshero.com/strategy/soar-analysis/>

#### **Step 4: Debrief call with Carol Webb following Strategic Planning Session**

We are confident that the above approach will help achieve the outcomes desired and begin to build stronger levels of trust and open communication on the Council.

## **TERMS AND INVESTMENT**

This agreement is between City of Muscatine, hereafter referred to as CLIENT, and Powers Resource Center, LLC, hereafter referred to as CONTRACTOR.

### **Investment Fee:**

If agreed, CLIENT will provide CONTRACTOR the following fees:

- **\$7,850 for all deliverables listed above including assessments** (Includes \$1000 discount to work with City budget constraints)
- **One-night hotel and mileage for facilitator coming from Council Bluffs**

Paid according to the following schedule:

- Deposit due: 100% of agreed upon fee at time of agreement signing due to short turn-around time

**Dates Available:** October 1, 2, 5, 6, 12, 13, 14, 21, 22, 25, 27, 29, 30

**Please note:** Once a program date is established, CONTRACTOR expends time and resources on CLIENT's behalf. As a result, CONTRACTOR charges a cancellation fee to recover upfront expenditures and/or losses that may occur by not scheduling other business on CLIENT's event date. Should the event be postponed or cancelled for any reason, the following fee schedule shall apply:

- Less than 30 days before event: 100% fee will be charged  
Between 30 – 60 days before event: 50% fee will be charged.  
More than 60 days before event: no fee charged.

## About PRC

We're Powers Resource Center and we're on a mission to help fast growing companies and socially responsible organizations boost employee engagement, develop extraordinary remote teams, and build greater leadership capacity across the board.

## We View Leadership As a Gift

We help to design, build and launch company-wide leadership development programs 60% faster than using internal resources and immediately improve the bench strength of your organization. We also coach executive leaders who are leading change initiatives on developing their strategic leadership skills, which can improve the success rate of change efforts by up to 75%.

## We Think Teams Rock

Our team building programs for in-person and remote teams significantly reduces the time it takes to build cohesive teams that are aligned, collaborative and effective at communication which can reduce workplace failures and missed targets by 86%.



## We Dig Engagement Tools

We provide communication and engagement tools to your organization so that you can easily measure, track and improve organizational health. Specifically, Powers Resource Center clients have reported a 25% increase in communication effectiveness across the board using our transformational products.

## Our Commitment to YOU

Our commitment to you is to serve as a catalyst for extraordinary change. To deliver the kind of results that makes you want to do the happy dance. To be the business partner that takes your team collaboration, employee engagement, leadership development and coaching to the next level.

**WHATEVER YOUR GOAL, YOU CAN BE SURE THAT IT'S OURS TOO.**