

Afrika's QM2 Strategy

As QM2, there is much work to do to accomplish change. For an organization to be around 61 years, be virtually invisible and shrinking is not what we'd like to hear, but is reality. Over 15% of our courts will be fielding 2nd & 3rd term Regents or no monarch reigns. We will have only added 1 new court this past year (Puerto Rico) while we shuttered DC , with others on the precipice. Court membership sizes in general are down.

Why? The courts and the system suffer from a lack of Marketing because people don't know

1. What it is/ we are
2. What we do
3. Why we exist
4. How long we've been around
5. And all of the good we do

The ICC is the umbrella organization to the individual courts, and we use the term ICS to explain what we are globally.

So... we have a lot of work to do to

1. Define what the ICC/ICS is and does
2. How the ICC (KF, QM & Heirs) supports the greater mission of the individual courts (46 people)
3. Ascertain what the courts want/need from the ICC and layout an executable & actionable plan to address the courts desires.
4. Create/re-create a court council with 1-2 members from each court that meet virtually 10 times a year and once a year in person who serve on committees to drive this work (57+ people)
5. Restructure the Heirs to be the committee chairs and get real work done instead of sitting in endless meetings doing nothing. Also... these should be people who can deliver training throughout their regions on financial services, marketing, membership retention, TransCoffee talks, Racial equity and recruitment , women in the courts, etc....and more. Heirs would meet 6 times a year virtually and once a quarter in-person
6. Invest in true change by creating a foundation that invests in keeping the ICC as an organization moving forward. The KF has had a preliminary proposal, but it will need to re-worked.
7. Truly listen to our younger and newer demographic voices in our courts and find out their needs versus what's been done in the past. Yes... we must know our history, lest we make the same mistakes. But holding on to out dated modalities also doesn't serve us.

8. Be present and visible. Many smaller courts and the majority of Canadian courts have not seen the QM and feel neglected. Just showing up is a HUGE morale boost

So...

- Leading a potential team of 113 people
- Being free and available at least 40 weekends a year for this kind of work
- Being able to relate to a younger demographic while preserving legacy
- Having media presence with political savvy and being a joy to be around
- Making sure “the work” and not the “title or the crown” are the focus, while balancing our organizational roots doing so
- Working with... instead of dictating to a Board of Directors while trying to lead

IS the job !