



## Member Profile | REFOCUS

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REFOCUS is a non-profit co-operative dedicated to enabling organizational leaders to effectively respond to accelerating global change. Founded on the principle that the lens of (triple-bottom-line) sustainability can significantly enhance how well an organization performs, REFOCUS provides a complete roadmap for overcoming the limitations of conventional management practices and leading transformational change. Rather than simply depicting an ideal end state, REFOCUS provides a flexible, iterative and self-reflective process that enables organizations to smartly evolve, regardless of their focus or current sustainability. It helps organizations identify lacking capabilities, promotes learning and innovation, and smartly prioritizing the actions needed to maximize the benefits generated by evolving the business for the future.

To quickly grow its reach and establish its relevance as a market leader, REFOCUS has adopted a unique service delivery model. Rather than marketing to organizations individually, REFOCUS solicits NGOs, like OCA, that already deliver educational programming to an engaged audience, to become co-op members. Building trusting relationships with organizations like the OCA allows us to credibly and efficiently reach dozens and in some cases, hundreds of organizations. As part of this structure, our promise is to evolve and advance our programming based on the feedback and ideas of all of our NGO members. While none are required to directly collaborate, they ultimately receive the benefits of the learning and experience gained by every NGO that is a member of our co-operative.

REFOCUS is in the midst of a phase of founding membership within which we have partnered with a group of world-leading NGOs that are working with us to deliver programming to a cohort of their own members. In June, REFOCUS collaborated with the OCA to lead an introductory workshop dedicated to agricultural sector co-ops and focused on better strategy development. We are in the process of launching a pilot peer learning program that will bring together the leadership teams of several agricultural sector co-ops that will participate in a guided strategy development and implementation process. It is our ambition to scale this program up to serve other sectors of the OCA's members in the future.

If you are interested in learning more about REFOCUS, visit them [online](#) or contact Randy S'ad at [randy@refocussustainability.com](mailto:randy@refocussustainability.com).