



ASP Corporate Strategy Baseline

An update from our consultation and workshops — sharing what we've heard, what we believe, and where we're headed together.

STRATEGY UPDATE · 2026

What We Heard

Purpose: Show this was built from consultation, not created by a small group – to increase buy-in.

Key points



01

Strong agreement around
Connection, Challenge and Support



02

Members value relationships
over content



03

Members want more visibility of
people, skills and opportunities



04

Members want practical
pathways into participation



05

Members see huge untapped
potential within ASP



Who ASP Is For

ASP is a **practitioner community**, not a general network. We serve those working at the intersection of [sustainability](#), [wellbeing](#), and [systems change](#).

Practitioners

Consultants, NGO leaders, facilitators, academics, and community organisers across sectors

Creatives & Elders

Coaches, mentors, storytellers, students, and inter-generational voices

Emerging Voices

Multi-generational community members — experienced practitioners and those just beginning

Our Core Value Proposition

What We Offer

ASP provides a **trusted, values-aligned space** where practitioners connect, reflect, and act together on real-world change. Every voice is heard. Every perspective respected.

Our three pillars: **Connection · Challenge · Support**

Heart-led & Practical

Not just theory, not just action — both, together

Peer-to-Peer Learning

Equivalent to paid training worth thousands

Community Over Competition

Non-transactional, relational, collaborative

Inner & Outer Work

Inward reflection leading to outward impact

Mission and Vision



Our Mission

ASP exists to create a space where everyone understands and amplifies the passion and humanity within themselves and others. We serve practitioners, changemakers, and organisations by unlocking collective potential and fostering a community of empathy, collaboration, and global justice. ASP is an expression of togetherness.



Our Vision

We envision a world where businesses, communities and individuals thrive by remaining heart-centred and connected, where humanity is central to every decision, and where everyone can be part of a better future by caring about and for each other.

Poll

When you read this mission and vision, does it feel like ASP?

Yes

No

**Mostly, but I'd
change
something**

Why Membership Matters

Members don't just want content. They want **connection, application, and impact.**



Belonging

A values-aligned community in a fragmented field - where you are known, not just connected



Resilience

Support against burnout, climate anxiety, and isolation — together we are stronger



Capability

Access to practices, methods, and peer learning that accelerates your practice



Voice & Influence

Moving from individual action to collective influence on systems and policy



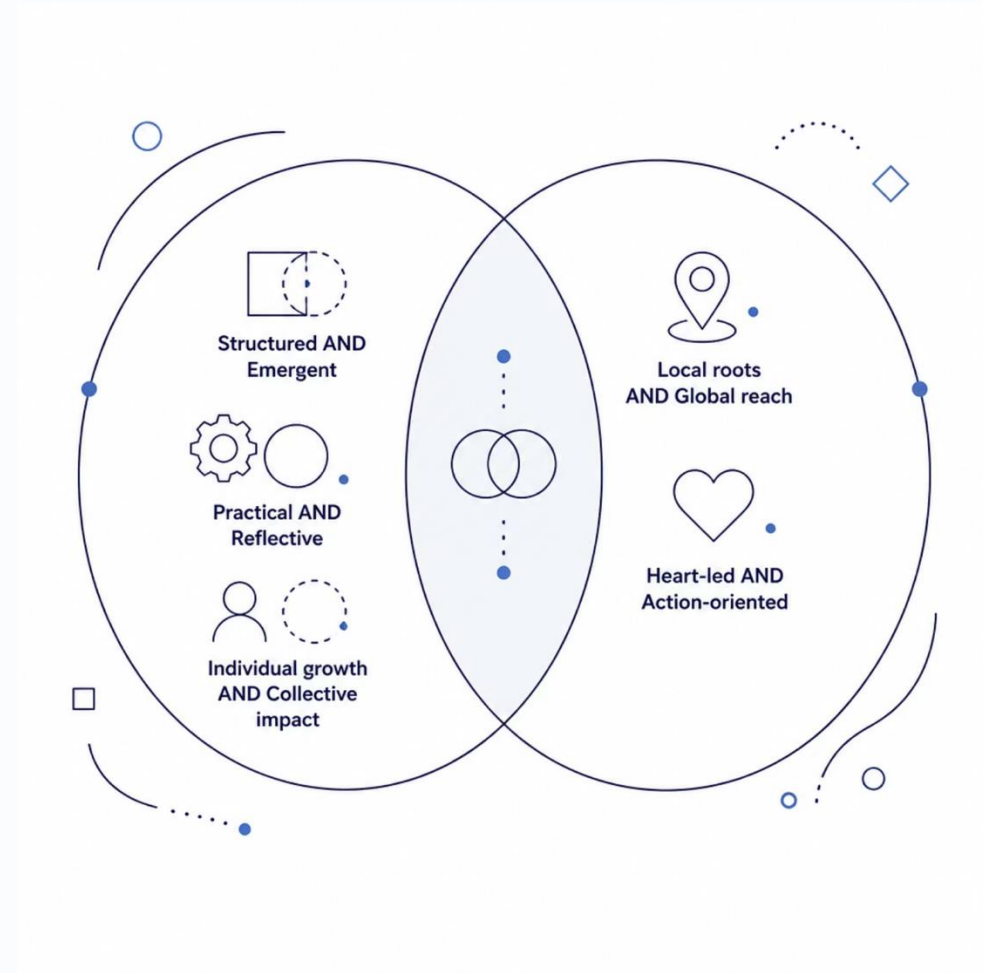
Opportunity

Collaboration, shared projects, and right livelihoods through aligned work

What Differentiates ASP

ASP is a **change-making community** - not a professional body, content platform, or networking directory. We integrate sustainability, wellbeing, systems thinking, and human development into a single, values-led practice.

❏ **What ASP is not:** a transactional network, a content platform, a hierarchical institution, or a technology-first organisation.



From Starlings to a Murmuration

We are already a community of individual change-makers. The next step is becoming a **change-making community** — activated, coordinated, and collectively influential.

1

Today

A community of committed people, rich in trust and expertise, but fragmented in visibility

2

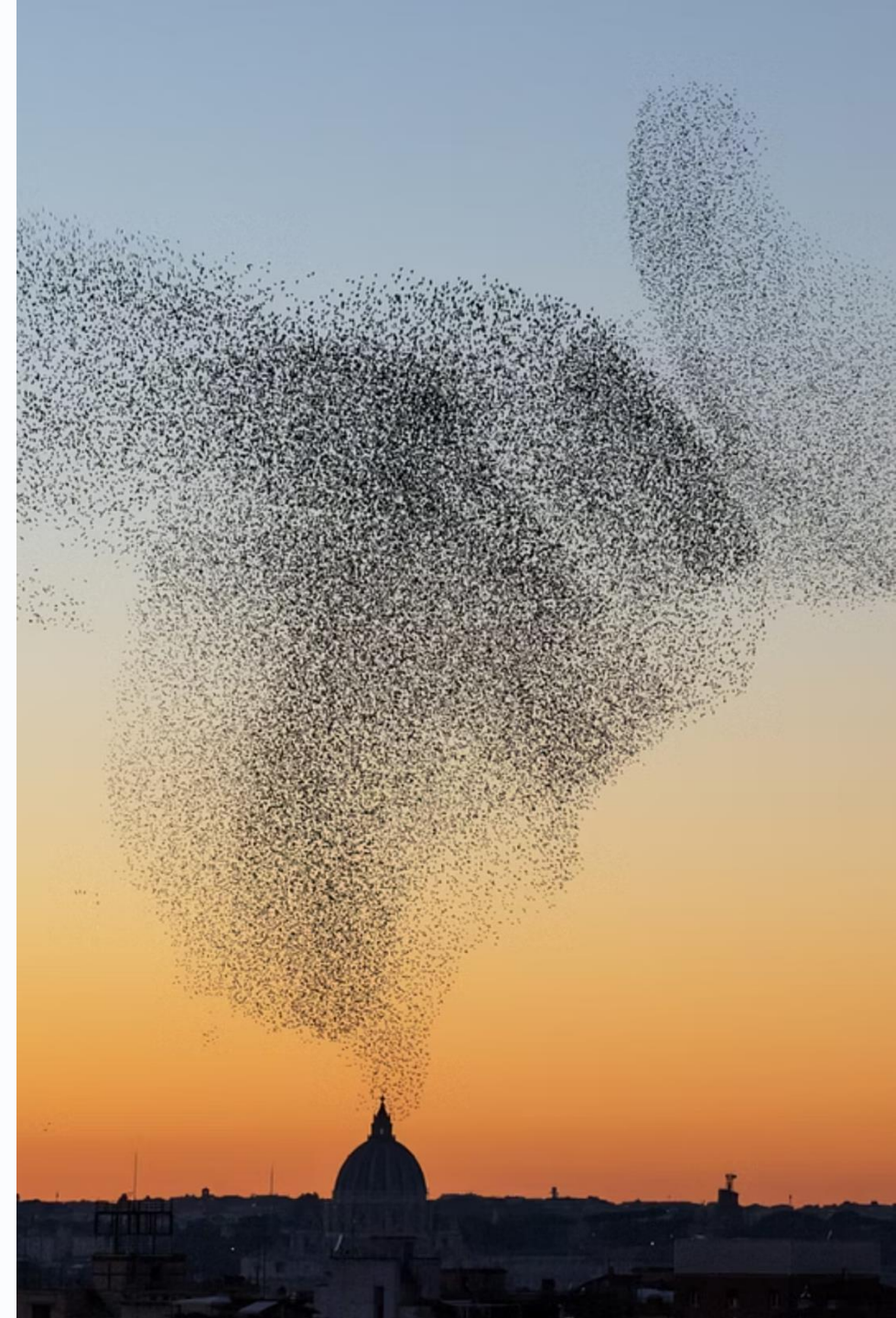
3 Years

An activated ecosystem with structured programmes, active collaboration, and a clear external voice

3

5–10 Years

A global reference point for regenerative practice and collective influence across business, education, and policy



Strategic Direction: 1, 3 & 10 Years



i Our growth is intentional: increasing diversity, deepening impact, and maintaining values alignment at every stage.

Poll

Does the strategic direction resonate?

Yes

No

Partly

Current Challenges



01

Great value, but often hidden



02

Fragmented systems and communication



03

New member drop-off



04

Reliance on a few volunteers



05

Limited visibility of member skills and opportunities



06

Too much knowledge held in people's heads

How We Get There



PHASE 1

Clarity

- Value proposition
- Member journeys
- Website foundation



PHASE 2

Activation

- Member directory
- Community pathways
- Structured activity streams



PHASE 3

Infrastructure

- Platform
- CRM
- Integrations

Financial Sustainability

A Hybrid Model

ASP will move from heavy volunteer reliance to a **hybrid model** - core operational roles paid, community contribution voluntary, and decision-making distributed across members.

- Pay-what-you-can membership tiers (PPP-adjusted internationally)
- Education, events, and facilitation income
- Partnerships, alliances, and donations
- Right livelihoods support - helping members earn through aligned work

Key Insight

If ASP helps members **connect, learn, and earn**, funding becomes natural - not forced.

What Must Be Funded

CRM, community platform, website, payment systems, and operational infrastructure

We need sustainable infrastructure to support the community.

Our Operating Principles

ASP's systems, platforms, and processes must **strengthen human connection, not replace it.**



Human-First Design

Reduce friction without over-automating. Support accessibility across cultures, generations, and abilities.



Emergence & Clarity

Balance organic growth with sufficient structure. Clarity before technology – always.



Trust & Inclusion

Prioritise psychological safety, respectful dialogue, and values-led practice in every interaction.



Lightweight & Sustainable

Remain manageable within ASP's operational capacity. Avoid platform complexity for its own sake.

What Success Looks Like



01

Better onboarding



02

More member collaboration



03

More member-led initiatives



04

Better visibility of expertise



05

Stronger financial resilience



06

Less dependency on a few
volunteers

What We're Asking of You

This strategy is a **proposal, not a decree**. We want to know: [does this reflect what you believe ASP should become?](#)

1 Do you agree with our direction?

From a community of individuals to a murmuration - does this vision resonate?

2 What would you add or change?

Your experience and perspective are essential to shaping what ASP becomes.

3 How will you contribute?

ASP's greatest asset is its members. What will you bring to this next chapter?



What Happens Next?



01

Feedback
incorporated



02

Strategy refined



03

Priorities agreed



04

Delivery roadmap
created



05

Volunteers and
working groups
formed

Poll

If we could only focus on **one thing** during the next 12 months, which would create the most value?

- Better member connections
- Better visibility of expertise
- Learning & education
- Opportunities & collaboration
- Systems & infrastructure

Thank You

Thank you to everyone who:

- Participated in workshops
- Shared feedback
- Challenged ideas
- Volunteered time
- Continues to help ASP evolve

This strategy exists because of the community.