



Case Study

ALISON SCHEEL GENERAL MANAGER ORANGEVILLE BIA

Alison Scheel

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Overview

Shelley McQuade worked with the Orangeville BIA in 2016-17 with a goal of bringing focus and clarity to the new board. The following is an excerpt for an interview with Alison Scheel conducted in the Spring of 2017.

Challenge of the Orangeville BIA

To create and commit to a strategic direction for the new Board in order that they would be in a position to forge ahead with a clear vision.

Goal of the Strategic Plan

The goal of the Plan was to give the Board clear strategic direction to achieve positive, consistent forward movement.

Determining the "Right Fit" Consultant to Work With

Shelley McQuade and her company, Cypress Strategies came to the Orangeville BIA as a referral from another trusted BIA source. Shelley was highly recommended for her previous work creating a BIA strategic plan. After reviewing other candidates, the Orangeville BIA chose Shelley McQuade due to her collaborative approach and suite of tools that would aid in implementation of the plan.

The Process

Shelley and Alison worked closely together and discussed what was important to the Board and made lists of priority topics for Board members to consider. Shelley attended BIA Board meetings and spoke to the group at various times during the project. Board members offered points and everyone had a voice at the table while decisions were being made about direction and priorities.

The Outcome

The strategic plan for the Orangeville BIA has 5 main points and was approved by the Board in April 2017 and implementation of the main pillars began quickly in May.

The Experience of Working with Shelley

In Alison's own words:

"Shelley is a very positive thinker and it really makes a difference while working with the Board. She's able to keep things on track and keeps everyone focused on the big picture so the Board doesn't get bogged down in details. I'd highly recommend Shelley to any other BIA or Board looking for clarity and clear direction."