

BraveBe

child advocacy center





Can't Pay Top Dollar? How to Recruit, Motivate, and Retain Top Talent Through Intangible Benefits

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Objectives

WHY

Discuss why we made the decision to invest in EOS & intangible benefits to recruit top talent & improve retention.

WHAT

Understand what it takes to implement EOS & intangible benefits in your organization.

HOW

Explore our roll-out plan and lessons learned in the process.

Our Why



Past: Benefits & Culture

- Retention rate
- Sick & Vacation Leave
- Lack of Flexibility
- Supervision
- Annual Evaluations
- Meetings
- Lack of Scalability



Poor Benefits & Culture = Lack of Retention

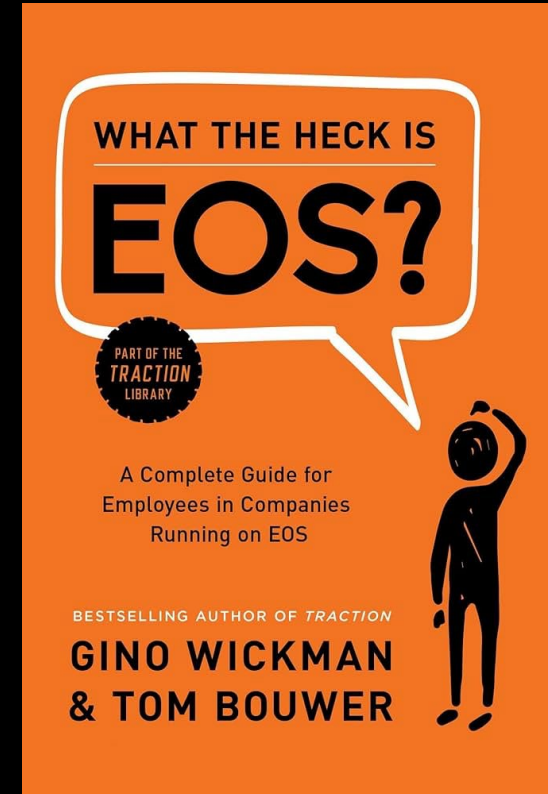
What





Implementation of EOS

- Entrepreneurial Operating System (EOS) is a set of basic business principles and tools that help businesses accomplish their goals while scaling. System created by Gino Wickman.
- It has been utilized by companies for over a decade and is an evidence-based practice. There are over 80,000 companies currently operating the model.
- [EOS Overview](#)



EOS Model I 6 Components



THE
EOS MODEL™

THE FIVE
LEADERSHIP
ABILITIES

THE
V/TO™

THE
ACCOUNTABILITY
CHART™

THE
MEETING PULSE™

THE
"LEVEL 10"
MEETING™

THE
ISSUES SOLVING
TRACK™

ROCKS

SCORECARD

THE
8 CASH FLOW
DRIVERS™

LMA™

THE
PEOPLE ANALYZER™

GWC™

THE
S-S-S™

CLARITY
BREAK

DELEGATE
AND
ELEVATE™

THE
ASSISTANCE TRACK™

THE
TRUST BUILDERS™

KOLBE

THE
3 STEP PROCESS
DOCUMENTER™





Vision

Getting everyone on the same page with where we are going and how we plan to get there

Vision

THE EOS MODEL



THE VISION/TRACTION ORGANIZER™

Organization Name: _____

V I S I O N

CORE VALUES		3-YEAR PICTURE™
CORE FOCUS™	Purpose/Cause/Passion: Our Niche:	Future Date: Revenue: Profit: Measurables: What does it look like? - - - - - -
10-YEAR TARGET™	_____ _____	
MARKETING STRATEGY	Target Market/"The List": 3 Uniques™: 1. 2. 3. Proven Process: Guarantee:	

Toolbox

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EOS

CORE VALUES			3 YEAR PICTURE		
CORE FOCUS	<p>Our passion is to empower child victims through specialized services that address the physical, mental and emotional aspects of abuse. We promote safety and resilience for children and families through community education and partnerships.</p>	<p>Date: July 1, 2027 Revenue: \$4.5M What does it look like?</p>			
10 YEAR TARGET	<p>In the next ten years we will proactively address child abuse through the expansion of BraveBe staff, core services, building space and partnerships. We will increase community education and prevention through localized relationships in rural communities and grow our donor base to provide sustainable funding for the anticipated growth.</p>	<p>Agency Growth/Sustainability:</p> <ul style="list-style-type: none"> Sustain operations through current federal climate. Establish endowment fund to ensure long-term sustainability. <p>Program Development:</p> <ul style="list-style-type: none"> Re-imagine advocacy program to include new/on-going advocates and engagement sessions - Done Open the Beatrice satellite office equipped with a fully operational medical clinic - Done Develop and roll out a mental health and support group program – In Progress 			
MARKETING STRATEGY	<p>Target: Donors Partner Agencies Parents/Guardians Youth Serving Organizations</p> <p>Message: "The mission of BraveBe Child Advocacy Center is to respond to child abuse through a team approach designed to reduce trauma, seek justice and provide hope and healing."</p> <p>3 Uniques</p> <ol style="list-style-type: none"> We unite the multiple agencies who respond to child abuse through a public/private partnership; We provide high quality direct services to children under one roof. We are the only agency in Southeast Nebraska providing 24/7 availability of forensic interviews and advocacy. We have both a proactive and reactive response to child abuse through customized training and direct care services for the duration of a case. <p>Process : Intake Referral Forensic Interview Advocacy Medical Court/Case Closure</p> <p>Guarantee: Kids come first, always. Our actions are driven with the best interest of children and families in mind.</p>	<p>Training & Prevention:</p> <ul style="list-style-type: none"> Reach 81,250 people through the Brave fACEs marketing & education In Progress Present new material at 10 National Conferences (NCA medical, IAFN, POP, 3 Huntsville – athletes, aces, advocacy). In Progress Fully implement Building Resilient Families program - Done Design and implement an MDT orientation program in 5 counties to standardize and improve service delivery In Progress <p>Recruitment & Retention:</p> <ul style="list-style-type: none"> Implement a Longevity Benefit to enhance the retention of top talent Review NCA Salary Survey Annually Staffing Needs: <ul style="list-style-type: none"> 3 full-time ACEs staff; seek sustainable funding model Advocacy Program Manager - Done Clinical Program Manager - Done 2 Advocates - Done 1 Training Coordinator - Done 			

1 Year Plan

Date: June 30, 2026

Revenue: \$3.6M

Goals for the Year:

- Shadow and develop a plan for Project SAFE program, including securing funding - **In Progress**
- Finalize and Implement MDT orientation program in 3 counties – **In Progress**
- Present new material at 2 national conferences – **Done**
- Move towards prevention-based programming by implementing ideas from prevention offsite planning – **In Progress**
- Re-do the BraveBe website to be more reflective of current programming – **In Progress**
- Continue to explore longevity benefit – **In Progress**
- Improve part-time staff benefits – **In Progress**
- Start engagement sessions - **Done**
- Complete Supervisor CE-CERT Training – **DONE**
- Hire:
 - ACEs Capacity Building Specialist - **Done**
 - CPM - **Done**

Q3 Department Rocks

- Leadership: Develop new strategic plan
- Development: Design and launch planned giving program
- Advocacy: Revise and update the technical manual
- Forensic Interviewing: Revise and update the technical manual
- MDT Coordination: Revise and update the technical manual
- T.R.A.C.E.: Update list of available therapists in 17 county service area.

BraveBe Process

- Intake
- Referral
- Forensic Interview
- Advocacy
- Medical
- Court/Case Closure



People

We can't reach our goals without great people.

We can't achieve a great vision without great people at all levels of the organization.

People

ARE EACH OF YOUR PEOPLE IN THE RIGHT SEAT?

If they are not, you will be frustrated, they will be frustrated, and, as a result, you will never be able to completely delegate and elevate. You will always be forced to do their work and will not be able to let go of the vine.

In order for someone to be in the right seat, to step up, and to ultimately fill the opening you have created, he or she must get it, want it, and have the capacity to do the job. If any one of the three is a “no,” it is never going to happen . . . 99.9 percent of the time.

FUNCTION NAME
• _____
• _____
• _____
• _____
• _____

DO THEY:

Y N

GET IT?

- Do all of the neurons in his or her brain connect when you explain and they do the job?
- Does he or she get all of the ins and outs of the position?
- Not everyone gets it, and it's not a bad thing. He or she just needs to be in a different seat.

WANT IT?

- Does he or she genuinely want to do the job?
- Does he or she get up every morning wanting to do it?
- You can't pay, motivate, force, or beg him or her to want it. He or she has to want it on his or her own.
- Sometimes people get it and have the capacity, but just don't want it anymore.

CAPACITY?

- Does he or she have the mental, physical, spiritual, time, knowledge and emotional capacity to do the job?
- Sometimes this one is negotiable. While not getting it or wanting it are deal-killers, a problem of capacity can be solved, although rarely. If you believe the person can gain the capacity and you are willing to invest the time, resources, and energy for him or her to do so, do it. It is just that most growing organizations don't have the luxury of waiting one to three years for someone to gain the capacity and need the seat filled completely now.

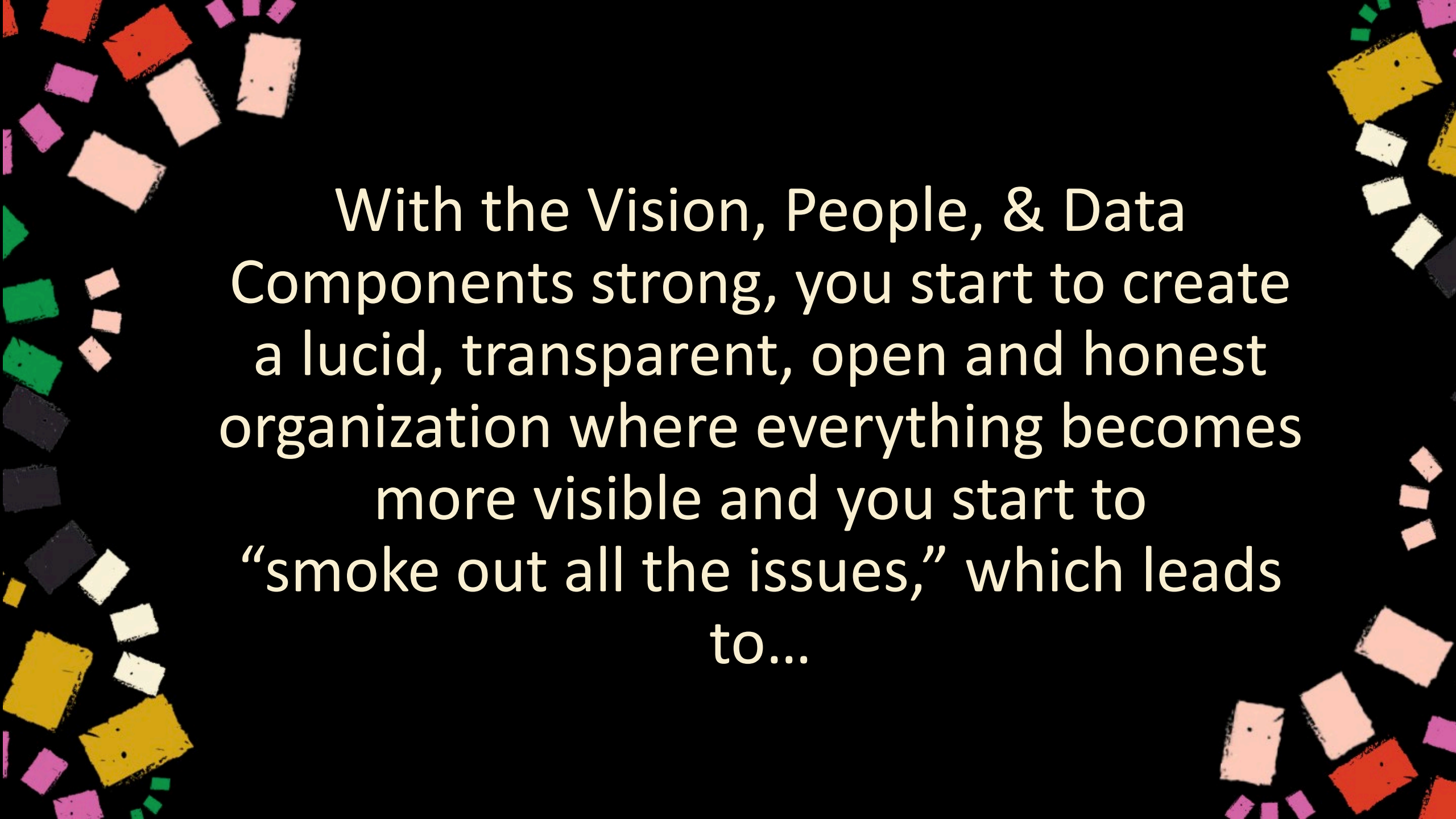
Data

This means cutting through all the feelings, personalities, opinions and egos and boiling our organization down to a handful of objective numbers that give us an absolute pulse on where things are.



Data

BraveBe Scorecard Q1 FY25-26	Tracker	Goal	Frequency	Previous Quarter Total if applicable	July	August	September	Cumulative Total OR Average for this Quarter
Administrative								
Revenue On Track for \$3.6M	Carole	\$3.6M	Annual	N/A	\$ 400,199.00	\$ 364,495.00	\$ 319,965.00	\$ 1,084,659.00
TANF/State Allocation Fund Recieved within 60 days	Carole	100%	Monthly	100%	100%	100%	100%	100%
Development								
Funds Raised through Events	Rachel	\$ 201,000	Annual	N/A	\$ 120,028	\$ 128,181	\$ 187,642	\$ 187,642
Funds Raised through Public Support	Jake	\$ 275,000	Annual	N/A	\$ 3,205	\$ 31,012	\$ 45,476	\$ 45,476
Operational Funds Raised through Grants	Destiny	\$ 300,000	Annual	NA	\$ 310,059	\$ 375,059	\$ 375,059	\$ 375,059
Advocacy								
Current Number of Active Cases	Molly	N/A	Monthly	303	276	259	258	264
% of Pre-Interview Phone Calls Completed	Molly	80%	Monthly	98%	100%	100%	94%	98%
% of Monthly Contacts Completed	Molly	80%	Monthly	93%	92%	90%	92%	91%
Initial OMS Surveys Completed	Shanyyn	80%	Monthly	74%	98%	86%	84%	89%
Case Coordination								
% of Lancaster SA Flagged Cases Referred to the CAC	Braegan	75%	Monthly	55%	60%	54%	41%	52%
% of Lancaster Other Flagged Cases Referred to CAC	Braegan	50%	Monthly	19%	30%	19%	5%	18%
% of Rural SA Flagged Cases Referred to the CAC	Braegan	75%	Monthly	70%	73%	74%	71%	73%
% of Rural Other Flagged Cases Referred to CAC	Braegan	50%	Monthly	32%	27%	0%	0%	9%
Number of Community Referral Phone Calls	Brittany	30	Monthly	44/mo	39	32	41	37/mo
Percentage of Community Referral phone calls that become CR or TR cases	Brittany	N/A	Monthly	42%	41%	38%	37%	38%
Forensic Interviewing								
# of Interviews	Ruthi	85	Monthly	93/mo	91	96	103	97/mo
Medical Exams								
# of Exams	Ashley	35	Monthly	40/mo	38	31	36	35/mo
% of PA & SA Cases	Ashley	75%	Monthly	83%	83%	82%	88%	84%



With the Vision, People, & Data
Components strong, you start to create
a lucid, transparent, open and honest
organization where everything becomes
more visible and you start to
“smoke out all the issues,” which leads
to...



Issues

Strengthening this component means becoming great at solving problems throughout the organization – setting them up, knocking them down and making them go away forever.

Data

STEP 1: IDENTIFY

The stated problem is rarely the *real issue*.

- You have to dig down to find the *real issue*.
- Don't move forward until you clearly identify the *real issue*.
- Once you have identified the real issue, then move to discuss and stay laser focused on the real issue until it is solved (no tangents).

STEP 2: DISCUSS

Being completely "open and honest," every member of the team shares his or her thoughts, ideas, concerns, and solutions regarding the *real issue*.

- Discuss and debate.
- Get it all on the table, but say it only once. Saying it more than once is politicking.
- When it's all on the table and things are getting redundant, it's time to solve.
- When the *real issue* is clear and you keep the greater good in mind, the solution is always simple. That doesn't mean easy, and sometimes it's very hard.

STEP 3: SOLVE

"Solve" means agreeing on a plan that will make the Issue go away forever. It's more important *that* you decide than *what* you decide... so decide!

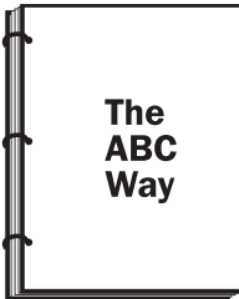
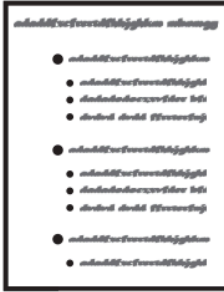
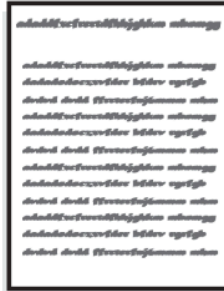
- The solution must be stated by someone until you hear the sweet sound of agreement.
- Sometimes you will have to go back to the discussion step after the solution is stated because you haven't truly solved it.
- Once everyone agrees, or at least can live with the decision, the action step(s) must be clear, owned by someone, and put on the To-Do List (where they're confirmed as "To-Done" at next week's meeting).

Process

- This means “systemizing” the business by identifying and documenting the core processes that define the way we operate.
- We need to get everyone on the same page with what the essential procedural steps are, and then get everyone to follow them to create consistency and scalability in your organization.



Process



Step 1 - Identify

- Identify your handful of core processes
- Make a list (HR, Marketing, Sales, Several Operations, Accounting, Customer Service/Retention, etc.)
- Give each of them a name, with everyone agreeing to use that name

Step 2 - Document

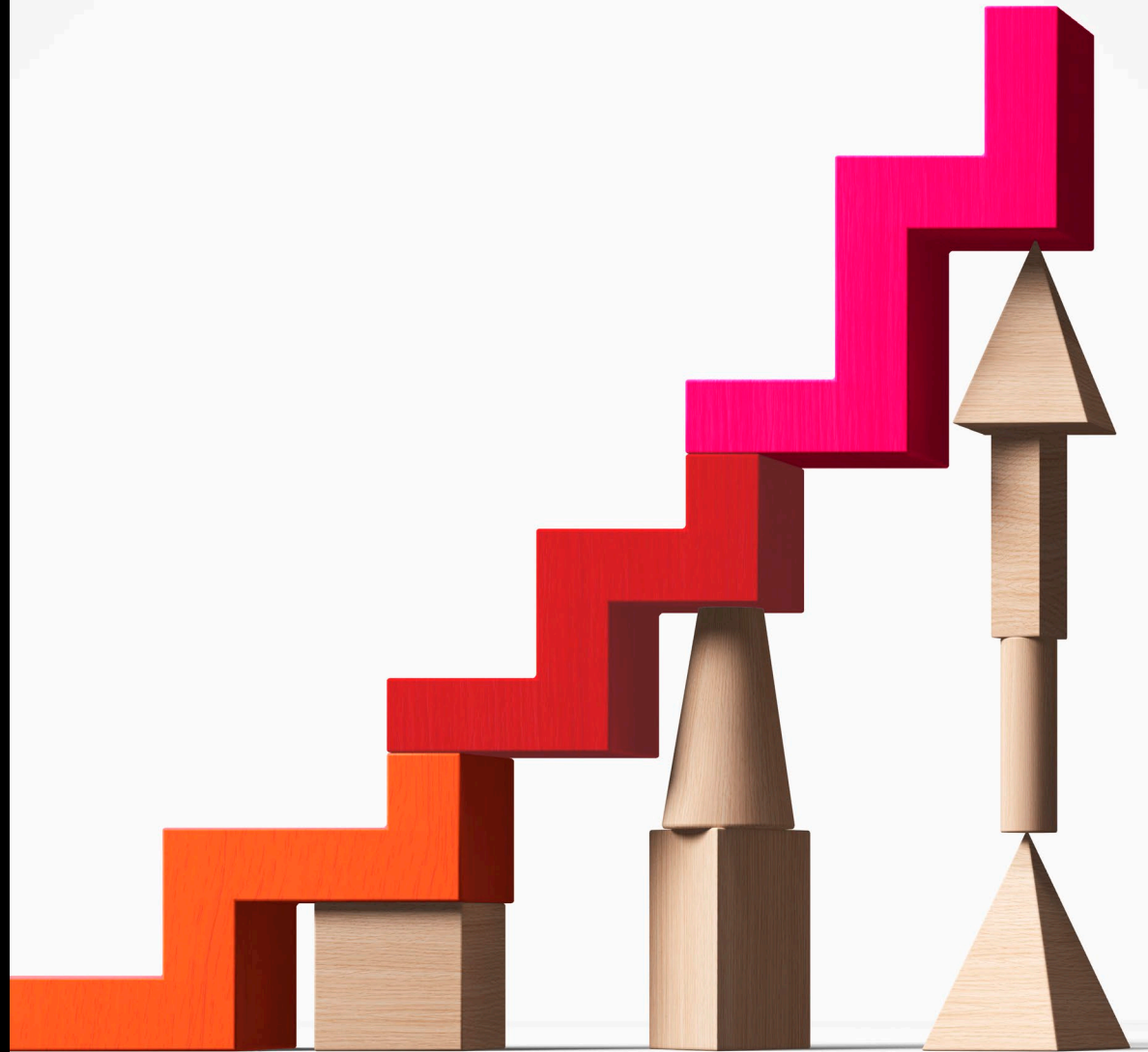
- One at a time, record the major steps in each core process:
 - Favor a linear/chronological approach
 - Each major step should be supported by 1-5 sub-points defining the who/what/where/ when/how
 - Keep it simple (the 20/80 approach) Each core process should be fully documented in 1-5 pages
- Review and approve each core process – every member of the leadership team must agree *this* is the right way to do it every time
- Repeat this step for every core process

Step 3 - Package

- Combine each documented and simplified core process into a binder, online folder or other accessible, easy-to-find package
- Turn your list of core processes (from Step 1) into your table of contents
- Give it a name. The ABC Way, Franchise Model, Operating Model, SOP, Circle of Life, etc.

Traction

This means bringing discipline & accountability into the organization – becoming great at execution – taking the vision down to the ground and making it real.



Traction

The Level 10 Meeting

Day: _____ Time: _____

Agenda

Small Talk	5 min
Scorecard	5 min
Goal Review	5 min
Customer/Employee Headlines	5 min
To Do List (Action Items)	5 min
Issues IDS (Identify - Discuss - Solve)	60 min
Rate the Meeting (Was it valuable)	5 min

How





Intangible Benefits

- Discretionary Time Off
- Health Time Off
- Holidays
- Maternity/Parental Leave
- Flexible Work Schedule
- Dogs/Comfort Animals
- WellShine



Updated Benefits & Culture

- Retention Rate
- Health & Vacation Leave
- Best Place to Work Award x 2
- Huge Spike in Applicants
- Consistency & Predictability
- Completed Strategic Plan
- Grew by 24 Positions



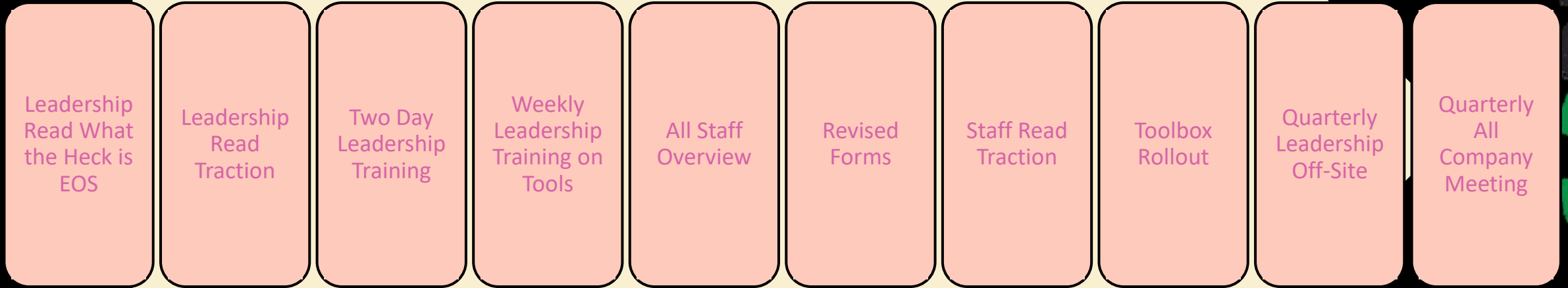
Great Benefits & Culture = Retention of Top Talent

Lessons Learned

- Great things take time
- You need buy-in
- Leaders – hold yourself accountable to the same standards
- The wrong person or person in the wrong seat will leave in highly accountable organizations
- Give yourself & your team grace
- Accountability and change are hard!
- It's the best business decision we ever made



Rollout Process



A decorative border composed of numerous small, irregularly shaped squares in various colors (red, orange, yellow, green, blue, purple, pink, white) arranged in a circular pattern around the central text.

Questions?

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Center

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Fill out our training
request form here!

