THE ALTERNATIVE BOARD®
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from The Alternative Board

Dear Facilitators,

I am excited to update you on our upcoming SBL Version 2 (V2). After gathering feedback from the facilitator community, we have undertaken a project to simplify the SBL process for you and your members. We are also rebuilding the web version of SBL to be more intuitive and user friendly for your use as a coaching tool and member use as a planning and management tool.

Our timing is good for this improvement project because TAB is in discussions with the Malcolm Baldridge organization with the hope of securing an alliance. As you know, the Malcolm Baldridge Program is one of the nation's top organizations focused on performance excellence.   One of the reasons the Malcom Baldridge Program is attracted to TAB is because of the processes we already have in place. Improving SBL shows our commitment to operating with the best proprietary tools and processes.

When developing the initial SBL web-based tool, Dave Scarola and others solicited facilitator and other user input. An SBL facilitator committee has periodically prioritized improvements and has been very helpful. Dave Scarola is currently assembling a group of 10 facilitators for pre-testing of proposed enhancements to the web-based tool. We will utilize the pre-test group to review and help us prioritize, within budget, the proposed enhancements.

We will keep V1 of the SBL web-based tool available for members who started on V1 and would like to stay with that version. If you choose to move yourself and your members forward with V2, the new version will automatically transfer information to the appropriate fields in V2.

Some additional improvements to the SBL process include:

1. We are revising all SBL exercises to remove redundancy and complexity. The front wheel will be limited to the Personal Vision. There will be the capability to add more than one Personal Vision Statement for multiple owners.
2. In the Company SWOT section, there will be integration of the owner's Personal SWOT, as it has a large impact on the Company SWOT.
3. Many technical functionalities of the SBL web-based tool are being improved and simplified, such as removing length limits for tactics and better help menus, and an ability to go directly to the part of the SBL plan you are currently working on.

Prior to the general release of SBL V2, we will be field testing the new SBL simplified process and the SBL web-based tool with a group of 20-25 facilitators using a stratified random sample (to make sure all facets of our facilitator community and TAB member company sizes are represented.) This will help us ensure that SBL V2 is driven by the field testing and is in the best operating condition possible. We will use the feedback from these facilitators to make the final adjustments before the general release of SBL to the entire community.

SBL Version 2 will also contain the following additional support and training:

1. Over 160 pages of training material on the SBL process is being edited. This material will be a great help in educating the TAB community on the nuances of the SBL process and how to adapt the SBL process to three different track sizes of companies based upon annual revenue of under $1 million, under $10 million and over $10 million. As we all know, it is essential to customize the use of the SBL process for the size of the company using it. Click on any of these links to read the **preface**, **introduction**,

2. We are building an online training course that, once completed, will certify the learner in the SBL process. We intend to make this self-paced course available to facilitators, members, and their team management. This, too, will be tested further by the 20-25 facilitators before we roll it out. Completing this course will give you additional credibility with your members, and may encourage some members who have been reluctant to give SBL a try.
3. A Coach's Guide and revised facilitator training are in development. We are also testing more effective ways to acquire new members though the differentiation of SBL, such as the SBL Talk GIM with sample meeting presentations.

Our hope is that SBL version 2 will help you acquire more members, achieve better retention, and create additional SBL coaching income and consulting revenue that comes out of the SBL process. It will also help members achieve better business results.

We are excited about this project to make improvements to SBL.

If you are interested in being a test participant, please contact **Trina Hoefling** (303-839-1200 Ext. 103) or **me** (303-839-1200 Ext. 151) to discuss. For further information about being a test particpant, please **click here** to see the Test Participant Requirements & Protocols document.

We'll provide a progress report on SBL version 2 at the August Facilitator Conference and we'll send an announcement when SBL V2 is ready to go live for the entire community.

Thank you,
Jeff Goergen