

New STRATEGIC DIRECTION



The last two years presented significant challenges for INCIGHT. We had to cope with a reduced staff, smaller office space, restrictions on in-person events due to COVID and an overall need for a new strategy. A logical path forward for INCIGHT during this uncertainty was to engage in the necessary work of developing a strategic plan and setting a new course for the organization. It was important to our team to clarify our vision and mission, establish core values and develop strategic initiatives to drive us forward into the future.

Through this process, INCIGHT's adopted a new vision: **"Moving the world: Expecting Great Contribution with People Experiencing Disabilities"**. Out of this vision is our mission: **"Changing hearts and minds. Leveraging obstacles. Unlocking potential."** This vision and mission describes our commitment to the inclusion and contribution of all people with barriers into society while also changing perspectives of what's possible. To best describe this new direction as well as the passion and purpose behind INCIGHT, it's important to breakdown the three sections of our new mission statement.

CHANGING HEARTS & MINDS:

We seek to cultivate a world of inclusion for those with disabilities to succeed and contribute to the community to their fullest. This starts by educating the hearts and minds of those in the workplace, in the education system, among parents and with individuals experiencing disabilities and barriers themselves. We believe it involves changing culture by busting stigma and breaking down barriers. We need to re-frame the conversation around disability and increase the comfort around those with barriers. It involves providing a safe environment for employers to ask questions. It means getting people jobs and changing workplace culture. It further includes setting expectations, creating awareness and building an environment of empowerment and accountability.

LEVERAGING OBSTACLES:

While setbacks, challenges and barriers are an inevitable part of life, at times some of us are confronted by far greater obstacles than others. We believe it's not what individuals face in life, but rather how they respond. It means having the ability to dynamically adapt to the circumstances with courage, humility and open-mindedness. It also means leveraging your way through the situation by exploiting strengths, building upon weaknesses, developing a set of compensating assets, and creating a plan to overcome the faced obstacles.

UNLOCKING POTENTIAL:

We believe more potential resides within the disability community than has historically been realized. Much of this human potential has been locked up due to stigma and low expectations. We address both while providing the tools and resources needed for those with disabilities to pursue their goals and reach their dreams. When individuals pursue their passions they find hope, greater purpose and fulfillment in life. And, when this happens, we believe individuals can achieve a higher level of success, not letting their potential be untapped or wasted.

These three sections above are the heart of INCIGHT's focus, philosophy and culture. We believe people have an intense need for hope and a purpose in their lives. *Please consider joining us this holiday season in our mission of changing the world for those experiencing disabilities and barriers.*

'tis the season
FOR POTENTIAL