

# Application for the CASE Change Academy

## INSTRUCTIONS

Please fill out the application below and follow these 2 steps to submit your application:

1. Once completed, **rename this PDF** file to: *[Your organization] - CASE Change Academy application.pdf*. For instance, if you work for CareFolks, your filename should be: *CareFolks - CASE Change Academy application.pdf*
2. Email the PDF application to [christy@heathbrothers.com](mailto:christy@heathbrothers.com) by 5pm Eastern on Nov 1, 2013.

## BASICS

Organization

Organization website URL

Organization location

# of full-time employees

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Lead contact name

Lead contact title

Lead contact email

Lead contact phone number

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Second attendee name

Second attendee title

Second attendee email

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Third attendee name

Third attendee title

Third attendee email

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## DECLARATIONS

Is one of the three attendees above the top executive in your organization? (If not, please explain in the Other Information field at the bottom of the application.)

Yes

No

Will all three of your attendees attend the entirety of all three sessions in Durham, NC?

Yes

No

Do you understand that, if you are admitted, a check for \$6,000 (\$2,000 each x 3 people) will be due prior to your enrollment in the Change Academy? And also that you will be responsible for all the travel costs you incur (such as flights, hotels, taxis, meals, etc.)?

Yes

No

Both Dan Heath (and his brother Chip) and CASE have an interest in telling stories about your efforts to make a positive social impact. One reason would be to promote the Change Academy in future years; another reason would be to inspire or educate other change leaders by explaining what you did. (Of course we would not share trade secrets, confidential info, and so forth.) Are you willing to have your story shared (in blogs, articles, speeches, etc.) by the Heaths and the leaders of CASE?

Yes

No

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## THE BIG QUESTIONS

In a nutshell, what is the change mission that you would bring to the Academy?

What would you hope to accomplish by the end of 2014?

How would you measure whether you are successful? (For some goals, such as reducing the dropout rate, this will be an easy question. For more subtle goals, some elaboration will be needed.)

Where would you rank the mission described above among your organization's priorities?

Top priority

2nd or 3rd priority

4th or 5th priority

Important but below the 5th priority

What do you see as the biggest barriers/obstacles to succeeding at this mission?

What is the current status of your work, with respect to this mission? (i.e., Have you tried something that was unsuccessful? Are you disappointed with current results and want fresh ideas? Is this a new idea that has risen to the top of your priority list, but without any past history of action? Etc.)

Give us some sense of the scope of resources that your organization will allocate toward this goal. (Ballpark terms are fine: E.g., “a team of 12 will work on this full-time,” or “all of our employees will participate in this—it might occupy 10% of their time,” or “it will be a team of 3 leading a partnership of 8 organizations and a \$1.8mm budget.”)

Why is it critical that you succeed at this mission?

What else do you think it's important to know as we evaluate who to admit to the Change Academy?

[optional] What's the #1 question you'd ask us about the Academy?

[optional] Other information

Thanks for your interest in the Change Academy! Remember to read the Instructions at the top about submitting your application. Questions? Email Christy Darnell at [christy@heathbrothers.com](mailto:christy@heathbrothers.com)