THE EOS MODEL



THE VISION/TRACTION ORGANIZER™

Organization Name: Kent Homelessness Coalition

VISION

CORE VALUES	1. Pursue Equity 2. Seek and Apply 3. Authentically Own It 4. Engage Intentionally 5. Be Genuine	**3-YEAR PICTURE™**
CORE FOCUS™	**Core Focus:** Stable housing is a basic human right - everyone deserves a safe space to call home. **Our Niche:** Option 1: Original Steering Niche: To lead, create, and align systems to end homelessness in Kent County. Option 2: Original Staff Niche: Lead and oversee the homelessness response system.	**Future Date: 12/31/2029** **Measurables:** ___ Clients on the Chronic By Name List (Target: 3) ___ Clients on the Youth By Name List (Target: 5) ___ Clients on the Family By Name List (Target: ?)
10-YEAR TARGET™	By 12/31/2035, make homelessness rare, brief, and one time for all populations in Kent County.	**3 YEAR VISION** *Staff Proposed 3-Year Vision:* • 100% Right People Right Seat (EOS required) • Core Processes Documented and Followed by All (EOS required) • CE Workplan goals met • Transparent Data Available • Everyone has access to shelter • Outreach is coordinated and deployed county wide • New Governance structure • Aligned Philanthropy • Seen as community experts • Plan for addressing rural homelessness • A plan for Functional Zero for all populations • Achieve Functional Zero for Chronic • Nearing Functional Zero for Youth • CCP Goals Met • Adjacent Systems Partnership Alignment • Case management goals – Standards of care
MARKETING STRATEGY	**Target Market/The List™:** • Funders • Providers • Political Influencers • General Public (including those with lived experience). **3 Uniques** • Federally designated, locally accountable. • We work from names, not just counts. • We hold the whole system.	

WWW.EOSWORLDWIDE.COM © 2003-2021 ALL RIGHTS RESERVED.

THE EOS MODEL



THE VISION/TRACTION ORGANIZER™

Organization Name: Kent Homelessness Coalition

	Proven Process: Option 1: The Kent County System Loop 1. **See It.** By-name lists, needs assessment, transparent data available to all partners 2. **Set It.** Service standards, standardized assessment, population-specific goals 3. **Fund It.** Funding priorities, public and private alignment, flexible dollars 4. **Run It.** Coordinated entry, countywide outreach, system-wide case management 5. **Prove It.** Public dashboards, CCP and CE workplan goals, evaluation 6. **Improve It.** Learning cycles that feed back into standards and funding Option 2: Know → Standardize → Align → Coordinate → Measure → Adapt. **Guarantee:** Potential Suggestions (From AI) **Option A, transparency.** "You will always be able to see the data behind every decision we make." Lowest risk, fully within your control, directly tied to Authentically Own It and to the Transparent Data item in the 3-Year Picture. **Option B, access.** "No wrong door. Anyone who reaches out anywhere in Kent County reaches the same coordinated system." Strongest as a public and political message. Riskier, because it commits partners you do not directly control, and it is arguably not true yet. **Option C, follow-through.** "We do what we say, and we publish whether we did." Sharpest differentiator from other convening bodies, most of which publish plans and never report back. Also the one your council will feel most in their stomach, which is usually a sign it is the right one.	*Steering Proposed 3-Year Vision:* • Inclusive & Empowered Coalition • Involved and invested partners • Incorporating the full Coalition more, not just Steering Council. • Recruit those who are not represented, defining empowerment while doing this work. • Potential survey to receive feedback. • Intention around inviting people who want to become engaged. • Comprehensive prevention plan – increase flexible funding

© 2003-2021 ALL RIGHTS RESERVED.

THE EOS MODEL



THE VISION/TRACTION ORGANIZER™

Organization Name: Kent Homelessness Coalition

TRACTION

1-YEAR PLAN

Future Date: 07/21/2027

Measurables: Chronic and Youth Inflow < Outflow

Goals for the Year:

1) Governance Model and CoC Infrastructure Plan drafted
2) Youth Solutions Council has 1-year goals related to the CCP
3) Achieve Quality Data for Youth
4) Finalize plan for reaching Chronic Functional Zero
5) Strategic Plan drafted and available for comment

ROCKS

Future Date: 11/6/2026

Rocks for the Quarter:	**Who**
Rebrand Fully Launched	AA
Built for Zero 90 Day Goals met	AA
CE Evaluation Final Decision	BR
Produce Data Reports for the Website	KM
Each Committee Identifies 1 Rock to Complete next quarter	AA

ISSUES LIST

1. Case Management Service Standards
2. Committees have Strategic Plan action items
3. SPMs have active workgroups/strategies
4. Quarterly and Annual reports
5. General Grievance Policy
6. Capacity for Advocacy
7. Rebrand and Communications
8. CE Assessment and Open Entries
9. Bridge Policy
10. PBV/OPH Service Standards
11. Align LIHTC with CE Priorities
12. Report all populations to Built for Zero

© 2003-2021 ALL RIGHTS RESERVED.



THE VISION/TRACTION ORGANIZER™

Organization Name: Kent Homelessness Coalition

CORE VALUES EXPLAINER

Pursue Equity:
- Honor people where they are at with care, concern, and empathy
- Keep the individuals with lived experience top of mind
- Openly celebrate diversity of thought
- Seek to understand the systemic causes of racism and its effect on homelessness

Seek & Apply:
- Innovate
- Discover and develop data-driven best practices
- Be continuously curious learners and thoughtful teachers
- It doesn't have to be complex
- We don't accept the status quo

Authentically Own It:
- Honest, true, and radically transparent
- Do what we say we're going to do
- COmmitment to accountability for yourself and others

Engage Intentionally:
- Take initiative
- Build equitable tables and work collaboratively
- Show up prepared and ready to do the hard things
- Convene partners to steward the mission
- Don't operate in a silo

Be Genuine:
- Know oneself
- Show up as your authentic self and fully present
- Name the thing
- Don't get stuck in the yuck

© 2003-2021 ALL RIGHTS RESERVED.



THE VISION/TRACTION ORGANIZER™

Organization Name: Kent Homelessness Coalition

STEERING COUNCIL TO DO LIST

Due: 9/18/26 at 8:30am

- ☐ Review core values explainer, add comments/thoughts/agreements/disagreements, and come ready to discuss, vote and eventually approve Core Values
- ☐ Agree on Core Focus
- ☐ Niche: Consider the two options and come ready to discuss, eventually approving.
  - ☐ Option 1: Original Steering Niche: To lead, create, and align systems to end homelessness in Kent County.
  - ☐ Option 2: Original Staff Niche: Lead and oversee the homelessness response system
- ☐ Agree on 10 Year Target
- ☐ Review the entire Marketing Strategy. Come with comments/questions/thoughts for discussion. We didn't bring this to completion but I would like to get it close to approval in September
  - ☐ I've used what we had, AI, and best practices to inform options for the Target Market. Please think through these, determine what you like, what you don't like, etc. The Target Market should be happening now (or if we want, happening within less than a year)
- ☐ Measurables: These lead towards the 10 year target. If we want homelessness to be rare, brief, and one time, we need to track our progress towards this. These measurables are the team's recommendations to get there. Come with thoughts/questions, etc. The goal is to get to approval for the words, with thoughts for numbers.
- ☐ 3 Year Vision: We will do a keep, kill, combine activity. Keep = what do we want to keep from this list, Kill = what do we want to get rid of, Combine = are there any we can combine. Come with others you would like to add. Our goal is to get this down to 15 or less bullet points.
- ☐ Traction: Review. This is for staff to create and implement based on Steering's role in casting Vision. Unless you see something you strongly agree with, we should be ready to trust staff to implement.
- ☐ Issues List: Add issues to the issues list for solving

© 2003-2021 ALL RIGHTS RESERVED.