

## Guiding Principles

**Our focus needs to be on what we can accomplish together that goes beyond what we can accomplish apart.** And we need to be open and thoughtful about what the challenges will be. Both Councils should be approaching this as a **Merger of Equals** in every way:

- Both Councils are comparable in size
- Both Councils have improvement potential
- Each Council brings unique strengths and best practices

The specifics should be worked out by the committees, but we should set some guiding principles as we begin:

- We need conviction and commitment from both Councils that the new Council will **draw talent and resources from both councils**
- We need to agree that our behavior during the period of consideration of a merger, and if approved then also after a merger, will be true to Scout values of:
  - **Mutual respect** (A Scout is Helpful, Friendly, Courteous, Kind, Cheerful and Reverent)
  - **Willing to tackle the tough issues** (A Scout is Thrifty, Brave)
  - **Free of agendas** (A Scout is Trustworthy, Loyal)
- The overall value proposition from a combination is to:
  - Find **efficiencies** in headquarter operations and then **redeploy resources** to better serve the scouts and volunteers we serve **in the field**
  - Improve our combined **fundraising** capability
  - Enhance camping revenues by **marketing** a more **diversified portfolio of camping experiences**
- By embracing **best practices**, we can find these efficiencies while **improving service levels**
- We should approach this with a **clean slate** – starting with our mission of serving our combined communities, how can we best accomplish that with an **optimal business model**? Then how do we transition to that business model from what we have today
- The only thing that our customers (volunteers and scouts) should notice is that we **increase our local presence** and **improve our service levels**.
  - Same or more scout shop locations
  - Same or more training locations
  - More choice in camps
- **Volunteers**, both in the field and on our Boards are our **most precious resource**. We cannot afford to lose anyone in this combination, since there is much work to be done. So from a governance perspective, we need to **define appropriate roles** so we can **harness ALL those talents** and energy in accomplishing our new combined mission