

## World Improvement Program for Individuals:

(Watch Video Number 1 and 2 on Our Landing Page)

***"Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has."***

**Margaret Mead**

At World Improvement Number (WIN), we go even further! We prove that just one individual can make a difference... a big difference. In fact, it is a part of our mission to give absolutely everyone the opportunity to share stories of positive action and if they choose .... to even become a world leader.

### The Key Benefit:

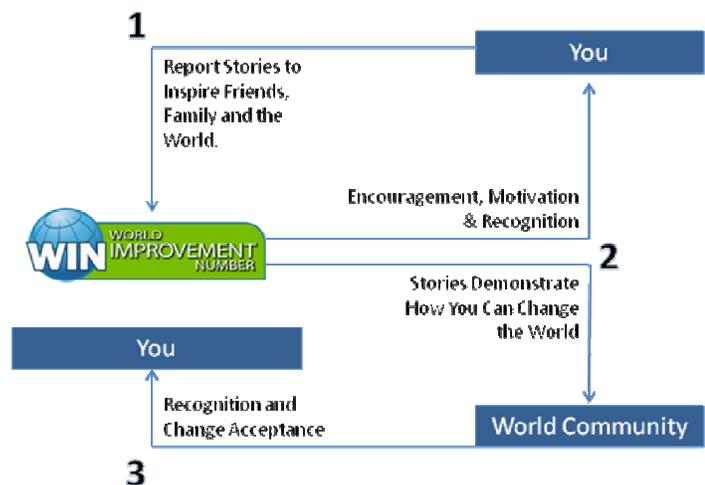
We show that one person (You!) can make a difference ... a **BIG** difference.

### The Program:

Personal World Improvement Number: The WIN point tracking automatically calculates your personal "WIN" and shows you just how significant the ripple effect of a positive action or idea can be. You (as a user) would post your positive experience or idea onto the WIN site after signing up.

Positive stories and actions are divided into four easy categories –

- A positive action that you took for people, animals or the environment.
- A positive idea that you have learned about or thought up (for a full list view examples of positive actions).
- A positive action that someone else did for you.
- A positive action that you learned about whether that be by seeing it in person, seeing it on TV or the internet, reading about it or hearing about it from someone else.



### How It Works:

Once your story is posted, you are immediately credited with a point. If you give others access to view your story your points will grow exponentially. Someone then reads your story and is inspired so they click on the inspired link underneath the story. You are then immediately credited with another point. Should another user be inspired by your story, they can click on inspired and you receive another point for each of them. Should you inspire any of those people to post a story and they

inspire others, you receive a point for everyone that they inspire and everyone that they inspire and so on and so on.

The possibilities are endless. You could literally inspire thousands of people around the world with a single story. The system will track your total accumulated points, your year to date points and your month to date points. You can have fun competing with your friends in all sorts of ways.

You will be able to track the butterfly effect of your stories about how they have impacted friends, strangers, and communities far and wide.

## **What is Your World Improvement Number?**

**World Improvement Number (WIN)** is a **fully multi-lingual** site designed to help a person, or any group of people understand how their actions (both individually and together) can positively affect others around the world.

WIN goes far beyond “good deeds” to embrace all World Improvement Actions (WIA's). These WIA's can be anything from helping another person, to helping a customer, to improving the environment, to helping out in a charity to helping a friend in need. In fact, any action that “builds” and helps to improve the world counts. It is not just the act that is important, it is telling others so that they too, can be informed and inspired to take positive action. Often, people who contribute to our world are reluctant to report their own stories. So we highly encourage people telling their own story and people telling the story of others such as something that someone else did for them, something that they read about, heard or saw or just a great world improvement idea.

We measure your ‘Snowball’ effect as others are inspired to action by your stories. When you post a WIA, you receive a point for the story and then an extra point every time someone is inspired by your story. In addition, you would receive a point for every story posted by that person and subsequent stories by those that they inspire post and so on. You can track your WIN locally amongst friends, regionally, by month, year or in total and also see how your story affects people from every corner of the planet.

**Our vision** is to encourage all people to participate in building our world into a better, happier, healthier and safer place.

**Our mission** is to give everyone the ability to track the impact of their World Improvement Actions, ideas and stories around the world.

## **What Makes Us Different?**

The World Improvement (WIN) Number is a truly unique measurement!

The WIN Maps for Visual Tracking provide you with a clear picture of your influence

Completely Neutral of Affiliation so it truly is representative of everyone

Multilingual ... so it is accessible to everyone