

World Improvement Number Program for Professional / Trade Associations & Unions:

(See Video Number 7 on Our Landing Page)

The Key Benefit:

The WIN program helps Professional and Trade/Industry Associations significantly enhance their public image by demonstrating the value of their contribution to society.

The Program:

Professional and Trade Associations have many challenges including enhancing the image of their profession / industry / trade, encouraging members to contribute to the communities in which they work, attracting key talent to enter the category and working with government relations amongst others.

A **World Improvement Number** can help the association track and quantify the value of the truly positive actions taken by its members, employees, associates and partners. In addition member companies can have their own WIN and tag those stories to multiple levels including their business, location and to the association/industry itself.

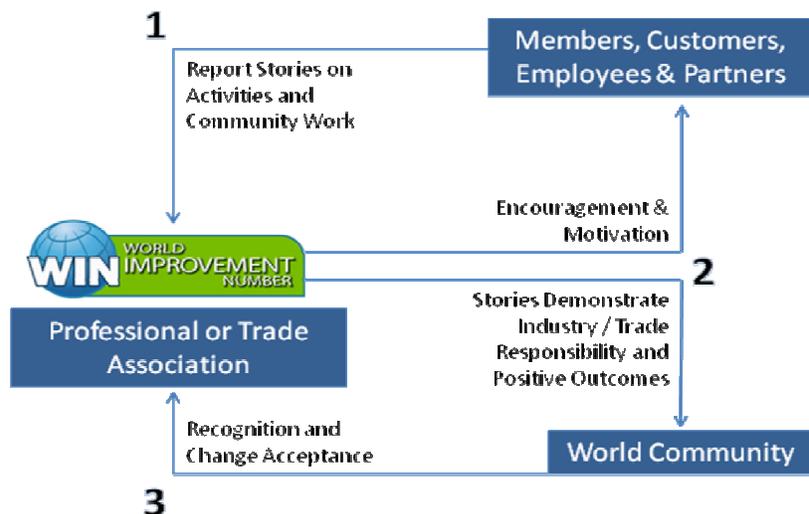
The system automatically calculates a WIN number and also creates a knowledge center that can be accessed for training, public relations and best practices. In fact, a WIN number can be a key differentiator when members, potential members, investors, government, employees, potential employees and partners (etc.) consider their alternatives.

Here is how it works:

The association sets up a community in worldimprovementnumber.com and then encourages its members, employees, channel partners, customers and vendors (etc.) to join and record stories about the

positive work that is being accomplished in every part of the industry or trade. There can be an overall WIN number for the association as well as WIN numbers for member companies, members, employees etc.

One of our partners, TheMindSuite.com can even work with you to consolidate that information from a reporting metrics perspective. For more information about the possibilities of an integrated reporting system including promotional opportunities please visit www.themindsuite.com/industryimprovementnumber.



These individuals then tag those stories of great service, community work, employee relations, and community programs to the association (and company etc.) and a knowledge centre will be established and fed from every location in just about any language. This knowledge centre can be accessed by various participating stakeholders to recognize their work, and by others who may want to support their efforts.

Advertising, sales and marketing efforts can then encourage their target market to join World Improvement Number and view firsthand the stories and case studies of the positive work that is being accomplished throughout the world by the members of that industry or trade.

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 will a clear picture of your influence

Completely Neutral of Affiliation so it truly is representative of everyone

Multilingual ... so it is accessible to everyone