



IIBA STRATEGIC PLAN

The International Institute for Bioenergetic Analysis (IIBA) is an organization dedicated to the spread of Bioenergetic Analysis in the world and to the support and encouragement of its members in their work as bioenergetic therapists. Through that work Bioenergetic Analysis develops and grows. The support the IIBA provides its members, and the various groups within the IIBA in which members are organized--local societies and regional federations--enhances the work being done at the local and regional level to develop members' capacities as Bioenergetic Therapists, and the expansion of the method of Bioenergetic Analysis with the aim of alleviating human suffering.

1. The mission of the IIBA

The mission of the IIBA is to plan and execute activities that support and encourage the development of its members as bioenergetic therapists, that support and enhance the work of local societies and regional groups, and that promote the development and growth of Bioenergetic Analysis, as a theory and as a movement. To accomplish this the IIBA takes as its mission to support cohesion and sharing within the community of members. This cohesion includes a commitment to the maintenance and enhancement of the international character, and recognition of the responsibility of all members, and groups within the IIBA to promote this.

The core organizational entity in the IIBA are the local societies. Local societies function autonomously, understanding the unique characteristics of their national and professional situations. They conduct training, recruit new members, offer programs to the professional and non-professional public. They are, along with the members, the ground of the organization. Often local societies join to form larger regional organizations in order to pool resources and to coordinate programs. Although there is a history in the IIBA of some conflict between the IIBA center, which represents all members, and the local organizations, this present Board of Trustees is committed to growing a method of organizational self-governance in which members can maintain a healthy allegiance to a bioenergetic center which holds the interests of members around the world, and also participate in local



autonomous organizations. This is what members have asked for, and the Board has tried to model this way of relating to each other organizationally, with respect for the local societies and federations, with an awareness of the interests of those members who have no local or regional affiliation, and with a guiding commitment to the interests and welfare of all the members. Continuing this development requires attending to past failures in this area, to injuries caused by a lack of recognition of the importance of local organizations, and a continuing effort to do the hard-creative work of making new responsive governance structures.

One of the most important ways the IIBA furthers its mission is by supporting and recognizing the work of local groups at every level. Local societies, federations, regional groups, national groups, all play a significant role in the mission we all share of developing our work, and spreading the theory and practice of Bioenergetic Analysis. One of the most difficult organizational tasks in an institution like the IIBA is to serve both as a center connecting all the entities in the organization, and at the same time, recognize the unique contributions and value of individual members and local groups. This dual mandate requires that the Board of Trustees in its role as the group entrusted with looking after the welfare of members and organization, stay open to input from all parts of the organization, and remain vigilant to assure that all is being done in a way that furthers the mission of the organization, and conforms to the agreed-on values the Board is charged with upholding.

This part of the organizational mission is advanced by the IIBA acting to coordinate the activities of bioenergetic groups worldwide. This includes developing means of communication between local societies, regional groups, and between members that enhance information and knowledge sharing, and thereby enhance members' competence.

One very significant way in which this mission is advanced is by the IIBA acting on behalf of all members to assure the high quality training offered by affiliated societies. This includes formal training leading to certification as a Bioenergetic Therapist, and ongoing, continuing education. The overall vision of the IIBA is embodied in the highly competent ethical practice of Bioenergetic Analysis. This part of the mission of the IIBA is carried forward especially by the International Faculty, a body of highly skilled teachers whose work includes the development of new theory and methods of practice. The quality and updating of the content



of training programs will be endorsed by IIBA through the basic curriculum which shall be continuously revised by the Faculty and approved by the BOT. The local societies guarantee the implementation of this basic content - with the possible adding of specific content due to regional needs.

The mission of the IIBA extends into the future by supporting and encouraging the development of new knowledge and skills in Bioenergetic Analysis, and the appropriate synthesis of knowledge from other fields and theories into the knowledge base available to its members. The IIBA serves its members by conceiving, planning and executing activities that provide forums for sharing, teaching and ground-breaking.

In order to acknowledge and to handle the needs of the whole community IIBA's mission is to work at three levels simultaneously:

- A. At the individual level, each member is given importance. It is important that all members are heard and that an environment is maintained in which members feel that their views are important and can be freely expressed.
- B. At the institutional level, by assisting and supporting local societies on their tasks and responsibilities towards local communities.
- C. At the wide cultural level, working to enhance efficient communication and integration between the regions and between members of the bioenergetic community as a whole, and with groups in other relevant fields of knowledge.

2. IIBA Goals

The goals of the IIBA are in furtherance of the vision and mission of the organization set out here. These goals can change and evolve in response to the needs and wishes of the membership. The goals of the organization can change as well as the needs of the membership shift focus even within the overall framework of the vision and mission of the organization. At this time the Board of Trustees has identified the following goals as priorities for the IIBA over the next period of time.



- The IIBA will maintain an administrative center to serve the needs of the organization as a whole. The center will provide support for the policies and plans of the Board of Trustees in its capacity as representative of the membership. The administrative office will also serve as a central communication hub for communication between regional groups, local societies and groups, and between members.
 - A. The administrative budget over the next two years has been cut by more than half. Once the expenses of the transfer of office and related one-time costs are no longer required, the administrative budget will be roughly 40% of what it has been previously. Moving the office out of Switzerland, and reducing the personnel costs substantially accomplished this. Further reductions may be accomplished by transferring more and more of the communications to and from members to cyber functions. However, the IIBA still has a large group of members who are not reachable by electronic means, and it is strongly felt by the Board that these members should continue to receive regular communications within the limits of budgetary constraints. At the same time, our organization is turning more and more to communication via the internet, as are most other professional organizations. Members will be strongly urged to embrace the technology needed so that communication can be maintained with them fluidly and at less expense to the organization.
 - B. In order to rationalize the dues structure for the IIBA, the Board has applied the same dues structure to all of the regions. The rationale for this is that all of us are facing a difficult economic and practical situation, and it is not substantially different between regions. In most countries in which we have members the regular dues for members (not including faculty categories) represents about the value of two individual sessions.
 - C. In recognition of the fact that the IIBA is also a confederation of regions the IIBA will return 15% of the annual dues collected from the region to regional groups. These funds will serve as resources for the regional groups to conduct projects and programs that will benefit the whole region.



- D. One of the first tasks to be undertaken by the Board will be to develop a formula to distribute the rebate of dues. The formula will take account of the number of members in any given entity in order to calculate the amount of dues to be refunded. This is not a task to be undertaken casually. We are clear that it is important that the IIBA act to sponsor and support activities at the regional and local levels. This rebate of dues is a very good way to do that. The Board will act as expeditiously as possible to create a formula and mechanism for the distribution of common resources in this way and other ways that may be possible.
- The IIBA will function as a center for communication between members and all the entities within the IIBA. To accomplish this goal, the IIBA will do the following:
 - A. Maintain an up-to-date website. The Board has already authorized and approved a complete re-design of the website. This will permit communication between members and between entities of the IIBA. The website will allow for continuous publicity about events, registrations, and the purchase of various items of interest to members. The website will also be the IIBA contact point to the rest of the professional field, as well as to anyone interested in Bioenergetic Analysis. It will be maintained and regularly updated to allow professional and non-professional inquiry.
 - B. The IIBA will continue to publish a Journal. The Journal is a professional publication, which allows members to communicate to each other new ideas and practices. The Journal also allows the IIBA to communicate to other interested professionals the latest developments in Bioenergetic Analysis. The Journal is published in English, the common professional language of the IIBA, but beginning with the 2010 issue, all the articles will be accompanied by abstracts in the main other languages of the IIBA. This way any members wishing to arrange for translation of specific articles based on the content will be able to do so. They can then publicize that they have done so through the website and others wishing to read the article in translation can do so.



- C. The IIBA will continue to publish a newsletter. Newsletters act as internal communication, for members about the activities of the organization, colleagues, and the announcement of important developments, of events, and of opportunities.
 - D. The IIBA will undertake other communication and publication projects as are possible and desirable. Right now, the ongoing publication of the Bioenergetic Reader is a main focus of attention. The German version has been published and is available. The English version is in the final stages of preparation for publication and will be available in time for the IIBA conference in October of 2011. As more versions in other languages become available, arrangements will be made to publish those. Since the contract with the present publisher (as with most publishers) requires a commitment by the IIBA to purchase a certain number of copies (in the case of the German and English versions it is 200), it should be clear that the members are subsidizing the publication of the Reader in as many languages as possible. The Board believes this is a worthy use of resources, as the Reader represents a history of the thinking and practice in Bioenergetics as it has evolved over the past 50 years.
 - E. The IIBA will seek ways to broaden communication with the professional community by translating professional materials wherever possible. It will engage in these projects in collaboration with regional and local groups. This will include recruiting translators, and sponsors, and determining appropriate venues for communication.
- In every survey and meeting the membership has spoken clearly about the importance of the international character of the IIBA. Members have spoken forcefully about the benefits and value of sustaining our internationalism as an organization. In furtherance of this goal the Board of Trustees is determined to committing as much of the IIBA resources as it can to translation projects. These projects include conference presentations, educational materials, teaching programs, and communications to members. As much as possible the IIBA will continue to solicit and rely on volunteers for translation. Where appropriate, as with the conference coming in 2011, the IIBA



will devote considerable resources to simultaneous translation of presentations to make the experience as inclusive as possible.

- ⦿ The IIBA will act as an educational center for Bioenergetic Analysis. It has been consistently expressed by the membership that the assurance of the quality of certification as a Bioenergetic therapist is one of the essential functions of the IIBA. The IIBA will perform this function by reviewing and accrediting all groups that propose to affiliate with it, and provide a certification as a Bioenergetic Therapist or Analyst which will be recognized by the IIBA. To assure that standards are adhered to, the IIBA will continue to require that members of the International Faculty supervise affiliated groups. The International Faculty will maintain responsibility for the development and regular updating of the curriculum for training programs, and it will propose changes in policies regarding training and certification to the Board of Trustees as needed.
- ⦿ The IIBA will participate in various continuing education activities for the membership, and provide opportunities to learn about Bioenergetic Analysis for those outside the membership.
 - A. The IIBA will participate in the organization of a biennial conference. The conference is the main event for the gathering of the membership, and for the presentation and sharing of theory, practice, and new developments in Bioenergetic Analysis. The conference will rotate location between the regions of the IIBA. The exact structure of the planning of each conference will depend on the particular needs of the membership organization in that area. The IIBA will provide resources and assistance in collaboration with local and regional groups.
 - B. The IIBA will plan, organize, and execute other educational activities in accordance with its general mission of providing continuing education to members, and offering programs for professionals who are interested in learning more about Bioenergetic Analysis. The Board of Trustees will collaborate with the International Faculty, as well as regional and local groups, and members, to plan such activities.



- C. It is a matter of principle for the IIBA that translation of professional activities be a part of the goals of the IIBA to further its mission. Wherever practical and where the costs are manageable, the IIBA will arrange for translation of professional activities into the languages of the membership.
- The IIBA will plan, organize, and execute activities in relation to other professional groups. The IIBA will act as a central source of communication to other professional and non-professional groups about Bioenergetic Analysis, and it will conduct activities to publicize Bioenergetic Analysis, and reach out to these groups. It will also assist members and groups within the IIBA in any effort to do outreach and publicity, as requested.

This strategic plan is proposed as a living breathing form. It is a roadmap for our use for a period of time, three to five years. During that time many projects and programs will be proposed and considered. We will learn more about what the IIBA membership wants and needs. We will learn more about our resources and deficiencies as an organization, and we will prioritize accordingly. At some point we will begin a process of re-evaluation and review of the entire plan. This affords a method for ongoing discussion of our vision our mission and the means by which we will accomplish our goals.



SUMMARY



Our vision: Develop Bioenergetic Therapists and the expansion of the method of Bioenergetic Analysis with the aim of alleviating human suffering.



Our mission: IIBA is a **global organization** dedicated to the spread of Bioenergetic Analysis in the world.

Support: IIBA acts to coordinate the activities of bioenergetic groups, supports and enhances the work of **local societies** and **regional groups**, and that promote the development and growth of Bioenergetic Analysis, as a **theory** and as a **movement**.

IIBA handles the needs of the whole community and works at three levels simultaneously:

1. At the individual level, each member is given importance. It is important that all members are heard and that an environment is maintained in which members feel that their views are important and can be freely expressed.

2. At the institutional level, by assisting and supporting local societies on their tasks and responsibilities towards local communities raising awareness of Bioenergetic Analysis and its benefits.

3. At the wide cultural level, working to enhance efficient communication and integration between the regions and between members of the bioenergetic community as a whole, and with groups in other relevant fields of knowledge.

Education: IIBA provides continuing education to members by affiliated societies and assures the high-quality training by developing and regular updating of the curriculum for training programs and proposals of changes in policies regarding training and certification.

Research: IIBA carries forward the development of new theory and methods of practice through the IIBA Faculty.



Working together: IIBA acts on behalf of all members. The support of the local societies and their members provide the backbone of the IIBA organization and is invaluable to all IIBA's efforts.

Collaboration: IIBA recognizes the work of local groups at every level and honour the unique contributions and value of individual members and local groups.

Openness: IIBA looks after the welfare of members and organization, stay open to input from all parts of the organization.

Knowledge sharing: IIBA enhances information and knowledge sharing, and thereby enhance members' competence.



Center of Organization: IIBA will maintain an administrative center to serve the needs of the organization as a whole in order to provide support for policies and plans of the Board of Trustees and to serve as a central hub for communication.

Center of Communication: IIBA will function as a center for communication between members and all the entities within the IIBA by maintaining an up-to-date website.

The website will allow for continuous publicity about events, registrations, and the purchase of various items of interest to members. The website will also be the IIBA contact point to the rest of the professional field, as well as to anyone interested in Bioenergetic Analysis.

IIBA will continue to publish an annual Journal, a Newsletter and undertake other communication and publication projects as are possible. IIBA is committed to translate IIBA resources as much as possible in the official IIBA languages.

Center of Education: IIBA will act as an educational center for Bioenergetic Analysis and assure the quality of certification as a Bioenergetic therapist by supervising affiliated training groups through IIBA Faculty.



IIBA will plan, organize, and execute biennial conferences and other educational activities, and offering programs for professionals who are interested in learning more about Bioenergetic Analysis.

Research & Awareness Center: IIBA will conduct activities to publicize Bioenergetic Analysis. It will also assist members and groups within the IIBA in any effort to do outreach and publicity.