

A Journey to Find The Beautiful Foundationness

Ahn Hyomi
Policy Planning Office
The Beautiful Foundation



Beginning of the journey



Established in 2000 / Changes in member composition / Changes of environment

The Beautiful Foundationness

Would this be The Beautiful Foundationness?

What is our line of work? / What should our role be?

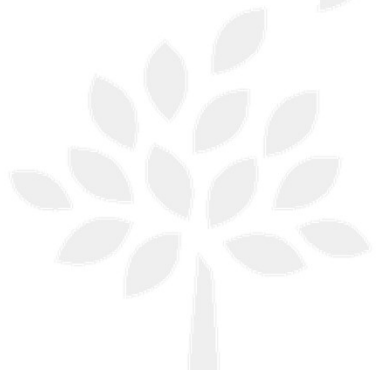
Are we looking toward the same direction as we move forward?



People who have journeyed together

New
+
ViSion
MiSion

+
Ozero



A joint governance system of The Beautiful Foundation's Board of Directors and Secretariat making decisions together

A bottom-up approach to member participation

All members of
The Beautiful Foundation

모두
를 위한
변화
배움의 힘

Our journey

* Starting in July 2021

01 Mission & Vision

Member (Secretariat & BOD) participation to discuss and decide the mission and vision together
: Carried out in stages of individual > small group > entire organization for members to feel at ease throughout the discussion process
: Survey without 'Other', group discussion (Intermission for the next phase of The Beautiful Foundation), mission & vision workshop

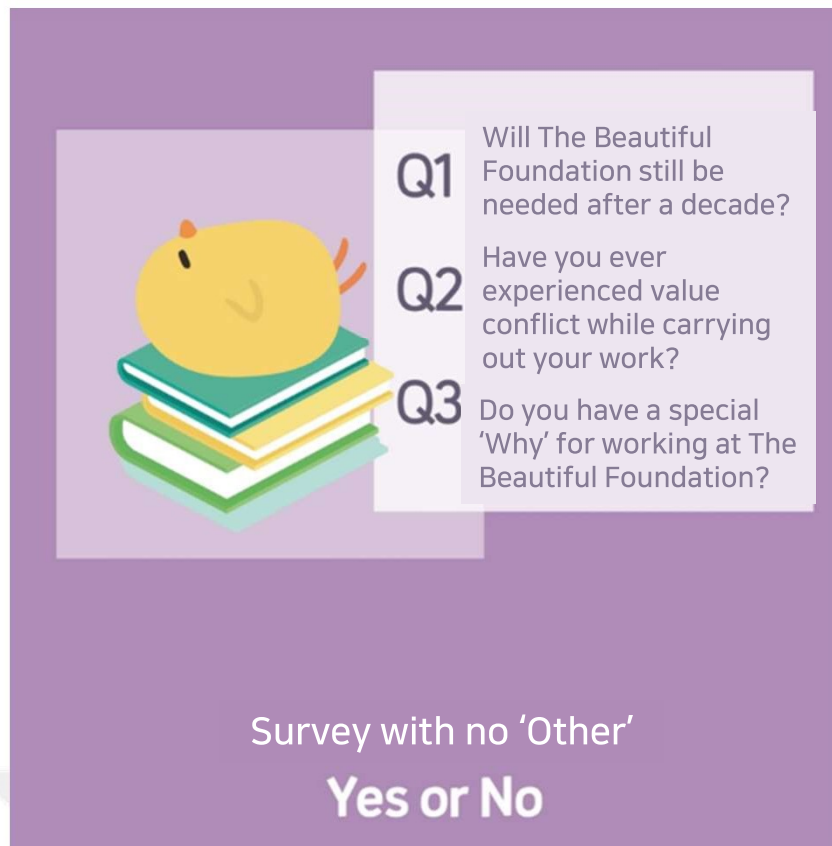
02 Core Values / Talent

Realignment by reviewing basic materials such as the founding document and collecting members' opinions, etc.
: Set up core values that embody the organization's aims and can become the standard for decision-making and way of work
: Member survey, in-depth discussion (team and department leaders, Newsion0), expert consultation, sharing with entire organization and receiving feedback

03 Strategy / Internalization

Provision of process for establishing a strategy based on organizational identity and putting it into practice
: Collected members' opinions, team and department leaders' discussions, employed medium-term strategies (policy decision level)
Alignment of overall system, etc.

Mission & Vision Survey with no 'Other'

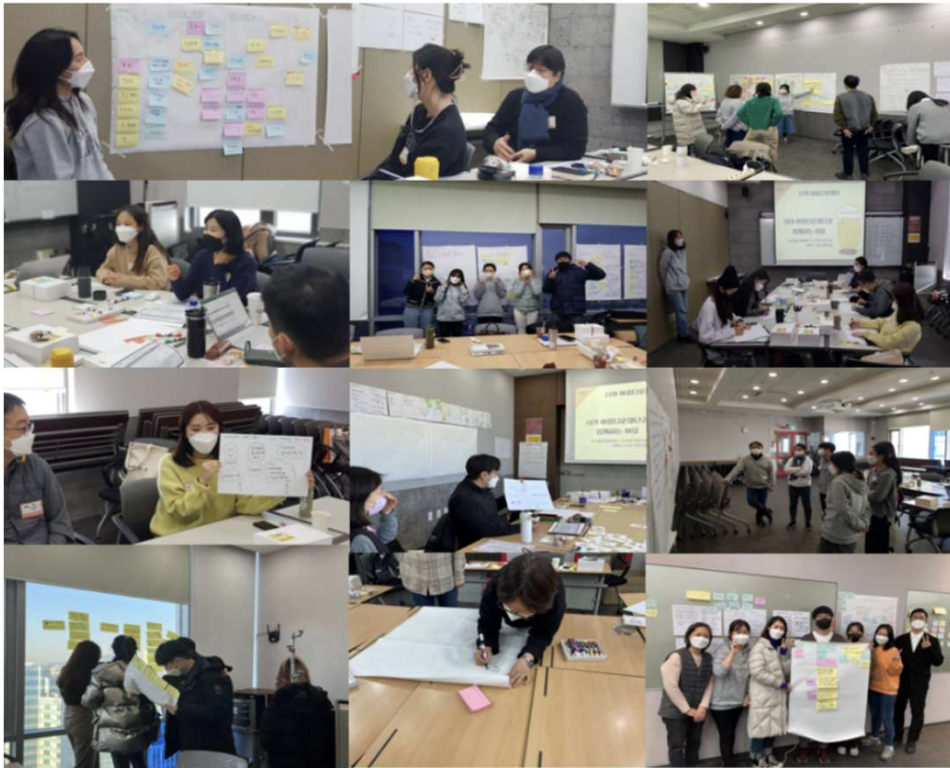


Identified members' thoughts on the Foundation's raison d'être (role), core values (experience of value conflict), distinguishing features (motivating factors)

- 💡 An imaginary co-worker asked questions (in the form of a card news)
Asked one question per week
For individuals to provide their own answers

Mission & Vision Group discussion

(Intermission for the next phase of The Beautiful Foundation)



In-depth identifying of members' perceptions of the Foundation's raison d'être (mission)
: Discussed internal & external environments/stakeholders/raison d'être (what to protect, what to examine, what is The Beautiful Foundationness) and prepared mission statements in groups

💡 Formed small groups of approx. five members to create a safe and comfortable space for discussion

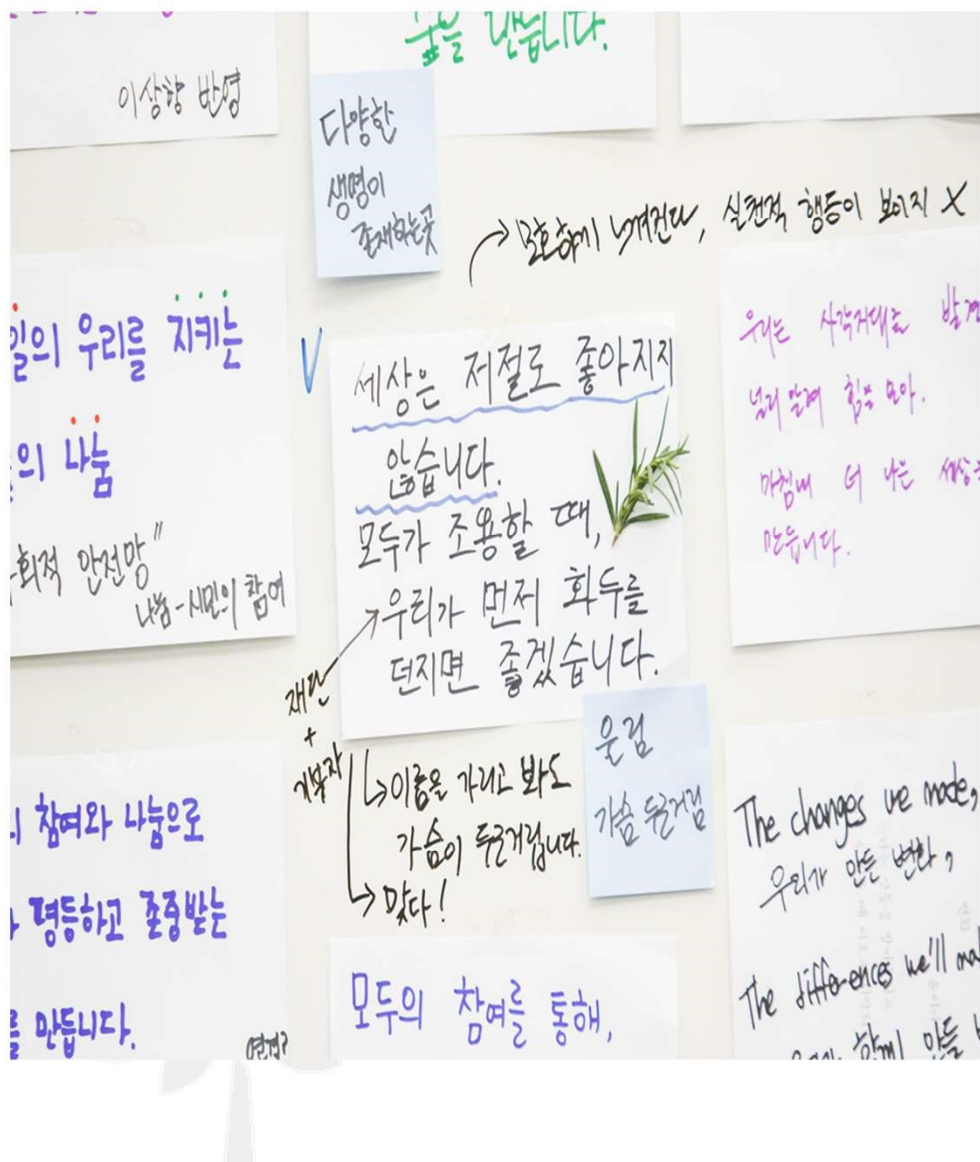
Members of the Newsion0 Secretariat acted as facilitators

Mission & Vision Corporate Workshop (From The Beautiful Foundation'esque' to 'ness')



Participation of all members to discuss and agree on The Beautiful Foundation's mission and vision

💡 The final agreement was reached through a process of group discussion, exploration of discussion outcomes, development and complementation. Discussions were repeated until there was a full consensus (could not adopt if even one member dissented)



What makes the members' hearts beat
than what sounds like eloquent words

Mission & vision created together
by all the members
and not a small group of experts

Mission

Change for All
Connection to Change

Vision

The world becoming a better place on its own is impossible.

We will first start the change.

We will be a challenging foundation that links citizen participation with sharing to resolve diverse problems in society.



Core Values & Talent

Realigned the 'core values' by reviewing the basic materials such as the founding document and collecting members' opinions, etc. for the core values to embody the organization's aims and be applied as the standard for decision-making and way of work

Established the 'ideal talent' as a person who works and acts in accordance with the core values



💡 Major Considerations

Organization's aims

What are the values and beliefs needed for the organization to become what it is aiming for and to fulfill its mission and vision?

Standard for decision-making

How are the members understanding and practicing the original core values? What is needed for the core values to become the standard for decision-making?

Behavior pattern/ Organizational culture

What should the members' attitude and behavior pattern be based on the core values? What is the organizational culture sought?

&

Composition/ Expression

How should they be composed/expressed to be applied as the members' way of work and the organization's standard for decision-making?



A person who changes the world
into a better place

Philanthropy

Is it something
that will make the
world a better
place?

Embrace

Was there any
discrimination,
prejudice, or
exclusion?

A person who
stands with the
minority and
creates social
change

Transparency

Was it done with
integrity?

A person who follows the
principles to grow upright

Cooperation

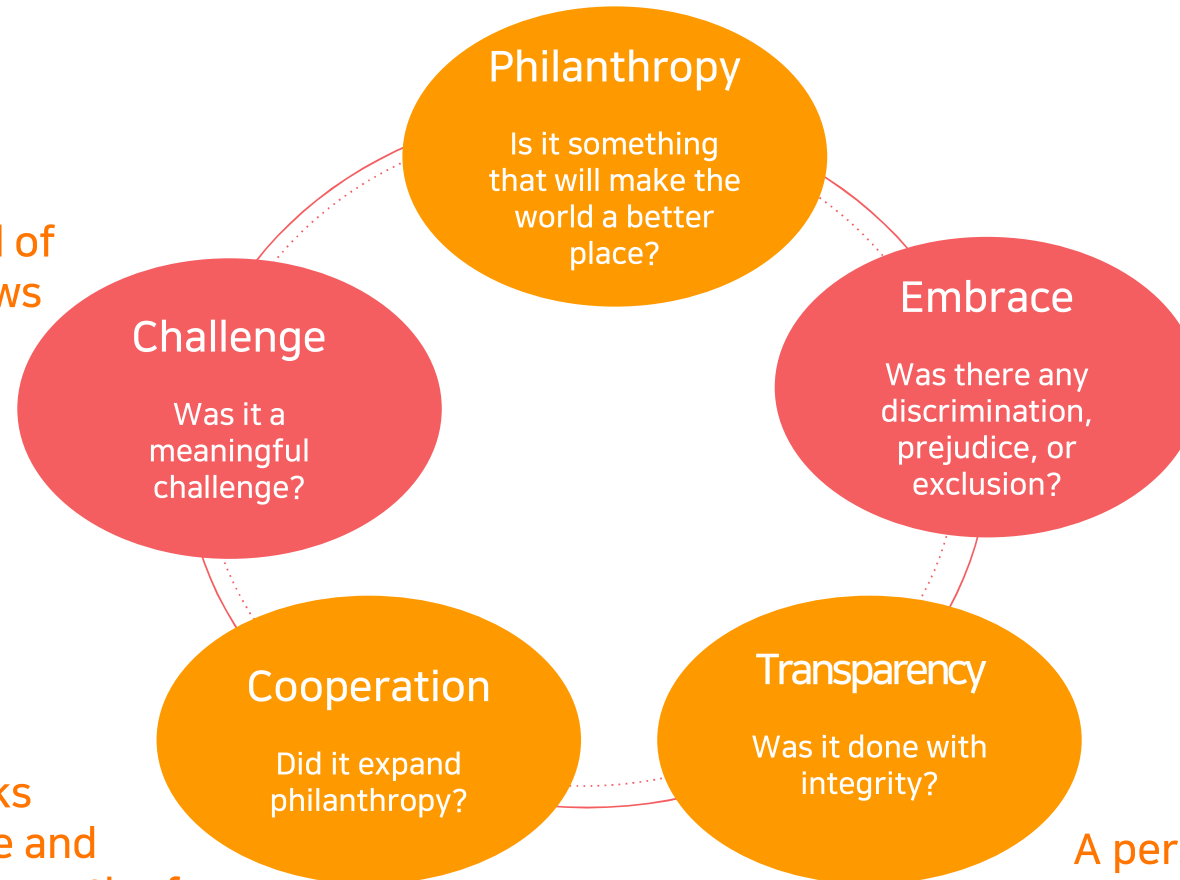
Did it expand
philanthropy?

A person who works
together than alone and
contributes to the growth of
others

Challenge

Was it a
meaningful
challenge?

A person who is unafraid of
new approaches and grows
with experience



💡 Communication/Events for member participation



뉴선제로 소식: 바로 전해드립니다.

뉴선제로 소소한 고민부터 의견이 필요한 중요한 소식까지 꾸준히 공유드릴게요!!
 뉴선제로 소식에 대한 생각을 댓글로 전해주세요.
 의견이 더 많이 필요한 글은 의견요청 표시를 달아주세요!!

🏠 태그보기 🏠 사진보기 🏠 제목보기 1 more...

👉 뉴선제로 소식

<p>허술하지만 아름다운 주간 3단 편영회사사</p> <p>소소함 이야기 이연트종료</p> <p>함께 읽기</p>	<p>허술하지만 아름다운 주간 3단 료</p> <p>소소함 이야기</p> <p>함께 읽기</p>	<p>허술하지만 아름다운 주간 3단 정제성탐구역</p> <p>답변도착 소소함 이야기 이연트종료</p> <p>함께 읽기 확인 필요</p>
<p>핵심가치 해례편 논의내용 결정사항</p> <p>필독 확인 필요 함께 읽기</p>	<p>진행상황 한눈에 보여드립니다</p> <p>소소함 이야기</p> <p>함께 읽기</p>	<p>[핵심가치/ 일하는 방법 찾기] 내일엔! 내일엔! 내일엔!!!</p> <p>논의내용 의견요청 확인 필요 필독</p>
<p>[아스.대] 혼자서는 갈 수 없는 길 투게더</p> <p>결정사항 논의내용</p> <p>확인 필요</p>	<p>[당선작 발표] 아름다운진문예</p> <p>이연트종료 소소함 이야기</p> <p>함께 읽기</p>	<p>소미더미션: 아름다운재단 미션 찾기 논의과정</p> <p>논의내용 결정사항</p> <p>필독 의견요청 확인 필요</p>

Notion <Newsion0 news: Delivered right now>

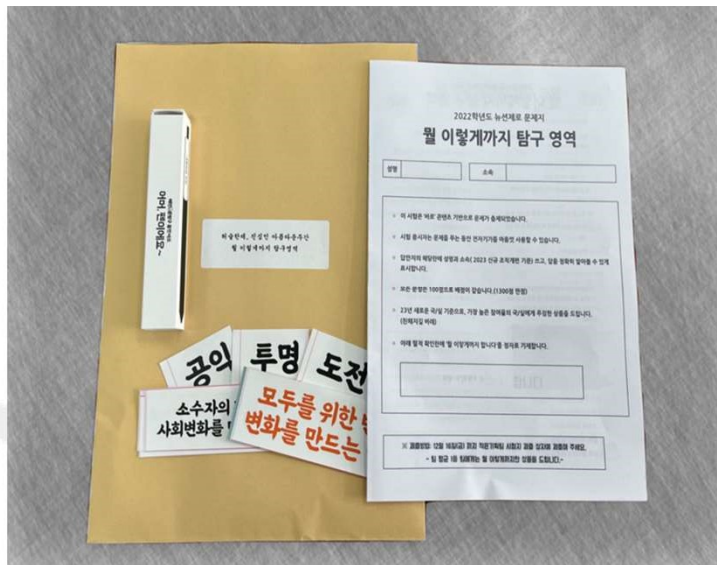
Communicated through a character named 'Zero'
 Detailed records of the process to align the organizational identity and the outcome
 Disclosed meeting minutes / Two-way communication window such as a hotline



장원금제
마름다운신춘문예
뉴선제로배

모두를 위한
변화를 위한
변화를 위한
연결

Exhibitions & events as a reminder
of the organizational identity formation
process and outcome



Events with some fun
(The Beautiful Writing Competition, Exaggerated
Aptitude Test)
Exhibitions that show the complete picture of the
discussions and formation process
(Dancing with the Mission, Zero)



미션비어내재화 시사회
아름다운재단 스러움에서 다음으로

제공_배급 아름다운재단 | 제공 NewsionO | 12월 22일 15시 대개봉 | 전제관람가

모두
를 위한
변화
를 만드는
연결

An event to promote and celebrate
how the organizational identity was created by
everyone together

Showed a film about the identity formation
process 'The Beautiful FoundationEsque to
Ness'

& held an event (premiere) to celebrate
completing the identity formation



Produced a culture deck on the
organizational identity formation
process and the outcome

Now all members interpret the
organizational identity – the heart of the
organizational culture – with the same
perspective
This is a type of guidebook to work and act
upon this basis

A journey yet to end: Internalization



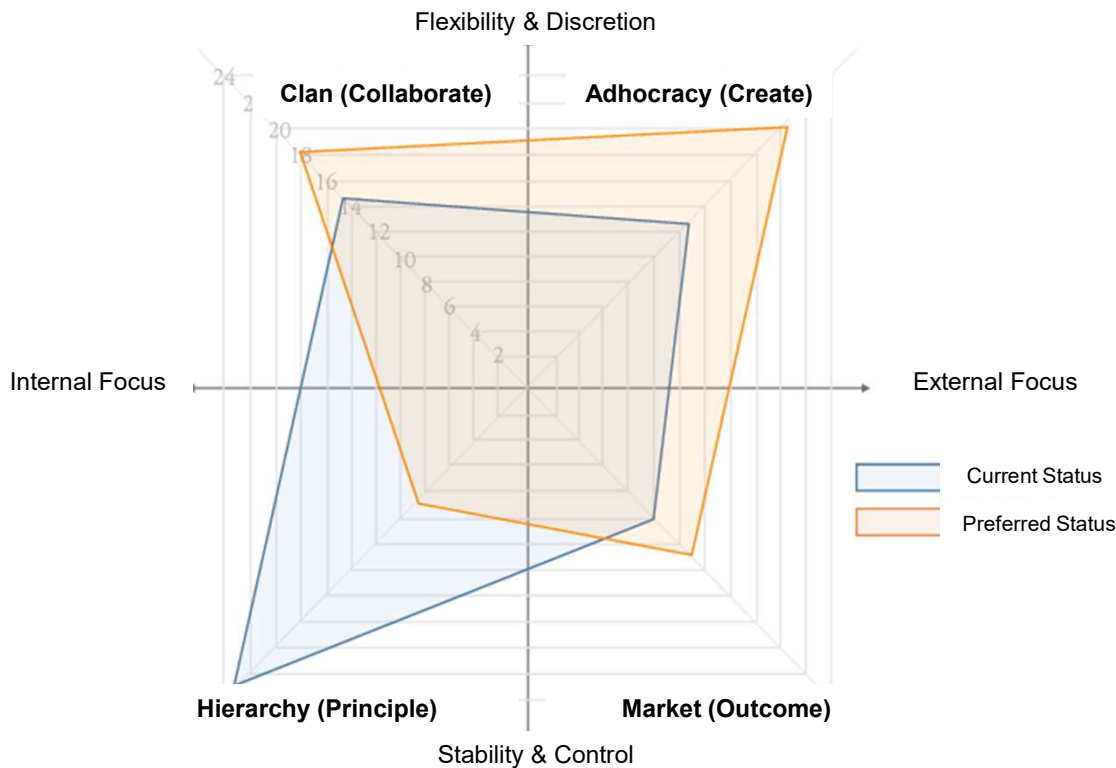
Fit or Non-Fit

A good organizational culture ultimately means a culture of the right fit for me

Whether my values and my actions are aligned

Whether the way I work fits our culture

Whether a person who protects our organizational culture and expands it receives a good report and is appointed as leader, etc.



Raison
d'être/Purpose:
Why we exist

Mission
Change for all
Connection to change

Goal/Direction:
Where we want
to go

Vision
The world becoming a better place on its own is impossible. We will first start the change. We will be a challenging foundation that links citizen participation with sharing to resolve diverse problems in society.

Method of
achievement:
How to get
there

Core Values
Philanthropy / Challenge / Embrace / Cooperation /
Transparency

Strategy / Services

Human resources, overall system of organization



Our organization needs to align
For **what purpose** to achieve
What people need to gather
And **how they should interact and**
work moving forward

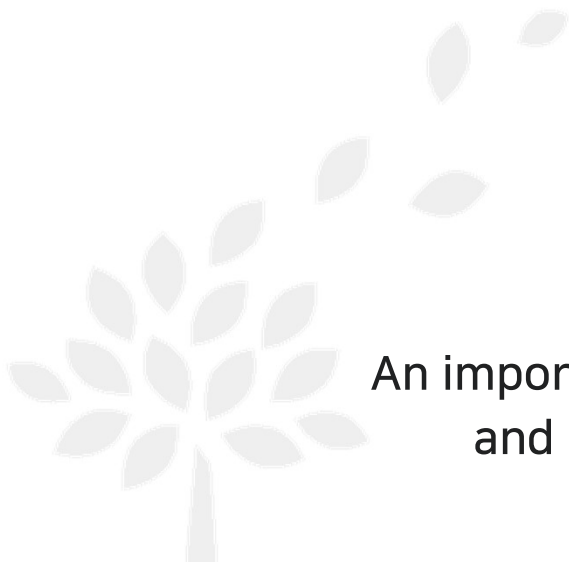
Continuously review/internalize
through actual work and experience

“If the question is bad, though we find a good answer, we might not be able to reach very far. But if the **question is good**, though we ultimately don't find the answer, we will have reached quite far in our **quest to find the answer**.”

- Shin Hyung-chul, Literary critic



The heart of working together



*Organizational Culture:
An important concept in **organizational behavior** referring to the shared values and norms that impact the attitude and actions of individuals, groups, and organizations

People who challenge ceaselessly for a better world

