

CASE STUDY DI TÜRKİYE



Overview

The Destination Imagination (DI) is run through local affiliated licensees in countries, states and provinces around the world. Each Affiliate sets up the business model that suits their economy, culture and education system.

Destination Imagination Türkiye's journey towards sustainability not only involved strategic shifts in its business model but also required overcoming significant adversity. This case study delves into the organization's resilience, particularly in the face of financial challenges, and how it has emerged stronger by learning from adversity.

resignation of four board members. This challenging period highlighted the imperative for financial acumen and prompted a reevaluation of the organization's fiscal approach.

The subsequent board restructuring brought in new members, all teachers and successful Team Managers, each

Goals

- Achieve financial stability
- Reach more students
- Transition to a business model

Sustainability

By prioritizing in-person training sessions, fostering a sense of community, and maintaining transparent communication channels, volunteers remained eager and committed to the organization's mission, ensuring its longevity and success.

BEING IN FRONT OF PEOPLE, REACHING THEIR EMOTIONS, AND CREATING BONDS ARE CRUCIAL ELEMENTS OF OUR SUCCESS.

Recognizing a critical need, the leadership embarked on a learning journey to understand and implement effective budgeting practices. The organization faced a financial crisis leading to bankruptcy, prompting the

contributing a unique skill set ranging from finance, training, IT, business, to marketing. Leveraging this diverse background, the board tackled budgeting challenges and initiated a strategic shift towards a more sustainable financial model.

We view Destination Imagination not just as a business but as a magic wand for education.





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Result

- 2019 5 Team Manager trainings
5 Instant Challenge Days
25% growth at the tournament
- 2020 3 more cities reached
8 Team Manager trainings
8 Instant Challenge Days
- 2021 Financial surplus allowed for the ability to sustain the organization during the pandemic with 2 Team Manager Trainings.
- 2022 7 Team Manager Trainings

Conclusion

DI Türkiye's transformative journey highlights the success of transitioning from volunteer-led to a business model. By embracing change, implementing strategic budgeting, and prioritizing in-person interactions, the organization achieved financial stability and continued growth.

Financial Reinvention

Success has come from the ability to learn from mistakes, remain transparent, and express humility.

The budgeting process became an opportunity for positive change, with the organization increasing charges strategically. This adjustment not only ensured financial stability but also resulted in a surplus budget. The surplus budget alleviated stress, allowing Destination Imagination Türkiye to invest in higher-quality resources and collaborate with more professional individuals. This, in turn, enhanced the overall organizational effectiveness.

With a surplus budget in place, the organization gained clarity on a 5-year plan. This long-term perspective facilitated a more confident approach to decision-making and allowed for strategic investments back into the business. Destination Imagination Türkiye expanded its impact by sponsoring 15 teams for the first time in 2020, sending them to tournaments, and purchasing 25 team numbers.

Destination Imagination Türkiye's ability to overcome adversity through financial reinvention and strategic leadership exemplifies resilience in the face of challenges. By embracing budgeting as a crucial skill, diversifying the board with experienced educators, and strategically adjusting financial structures, the organization not only recovered from bankruptcy but also established a surplus budget, fostering a more robust and sustainable future. This case study underscores the importance of adaptability, learning from setbacks, and making strategic decisions to thrive even in the face of adversity.

The Lesson

The shift to a business model, clear communication, and strategic charging not only ensured financial stability but also created a vibrant Destination Imagination community, emphasizing the importance of in-person engagement.