



*Providing comprehensive community-building products and strategies
for world-changing projects in global development, education,
environment, government, business and finance.*

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Who We Are ([bios](#))

Society faces increasingly complex and global challenges. At the same time, emerging technologies empower bold new solutions. [Re-Vision Labs](#) was created to tackle some of the most challenging questions facing industries and institutions. How can we compete in a world where information is free? Can management retain control when customers are empowered as decision-makers inside the organization? Now that social capital rivals financial capital in importance, how must our organizations change?

Re-Vision Labs is an interdisciplinary team of business entrepreneurs and design professionals. We are social media strategists, international business leaders, storytellers and community organizers. We have built an online revolution, managed a sitting governor's political campaign, run large software development teams, built global supply chains, designed a new approach to business sustainability, and helped negotiate international agreements.

Above all, we are a group of problem solvers who recognize that by collaborating with the best organizations and individuals, and by building engaged communities, no problem is too big.

What We Do

In partnership with our clients, Re-Vision Labs deploys appropriate technologies in collaboration and communication to help organizations create productive communities. We use design, technology and consulting to accomplish community building, both online and off-line. In the process, we form strategic partnerships in technology, information, field application, and global industry organizations to ensure the development of integrated community solutions. Where it makes sense, we build coalitions; in other cases, Re-Vision Labs has the expertise to design a comprehensive solution. We also have a potent network of sub-contractors and collaborators to provide specialized expertise, as needed.

Community building happens across many sectors of society. For a business, it may mean connecting a community of buyers for authentic dialog, shorter product cycles and brand evangelism. For a nonprofit, donors may be enabled to see the human impact of their generosity or to find unexpected opportunities to volunteer. For government, it could be streamlining people's participation in important decisions that affect their lives, or allowing people to collaborate with one another to help solve tough problems. In education, universal access to learning, increased collaboration and competitive learning can be transformational. We work to empower and partner with organizations to create lasting solutions, and a better world.

In every case, the goal is loyal customers/stakeholders, thriving organizations, engaged members, and passionate activists. Our core offerings are as follows:

- Strategic Design: In an age of authentic, personal and collaborative interaction, how should resources be redeployed to ensure continued relevance and growth? How can customers be "brought inside" the organization without disrupting value delivery? Re-Vision Labs helps to integrate "design-for-community" into existing systems, or to map a path to a substantially new organization.
- Appropriate Social Media: Marketers and business leaders can be drawn to "trend-chasing," spending precious resources on the next big platform, rather than understanding how (or if) it fits into their model. Anyone can Google "10 Tips for Twitter" and participate in social media marketing, but to what end? By understanding the new realities for the business and its customers, an organization can leverage new tools for powerful impact, rather than treat them as an end in themselves.
- Community Organizing: The internet isn't magic: it is only as powerful as the community of people it connects. It isn't enough to put up a website, launch a blog or manage a Facebook account; you have to empower your community. Re-Vision Labs believes in time-tested principles of classic community organizing. We build our platforms and programs around principles of authenticity, transparency, and distributed leadership. By creating an "architecture of participation" that values both online and on-the-ground organizing, we empower members, customers and donors to be leaders. For example, we draw inspiration from Barack Obama's successful presidential campaign and believe that the "Business of Barack" (integrated

community organizing and social technology) demonstrates new rules for customer engagement, retention, mobilization, and more.

- Collaborative Technologies: Collaborative technologies are the future of organizing, both for profit and cause. Microsoft, Google, Oracle, Cisco, Facebook and others are releasing new structures for collaboration at breakneck pace, organizations are already falling behind, and it will only get worse as innovation accelerates. Re-Vision Labs has deployed effective systems of what we call "social collaboration," which combine the best of what other systems offer in addition to our own original technology. In a complicated and rapidly evolving landscape, we see the forest as well as the trees, and help you adapt appropriately.
- Innovative Story-Telling: Authentic and personal connections to compelling stories are the starting point for effective communication in "World 2.0." We integrate traditional broadcast media with social technology for more effective story-telling and broader appeal.

Finally, we encourage our partners not to engage in a piecemeal approach to adapting their organization, hiring a variety of consultants to help with different elements of work. Rather, we promote an integrated, strategic approach. As a rule, if someone can provide better value on a specific need, we don't view it as competition; we'd rather collaborate. There are plenty of problems to solve, and many opportunities to capture in this exciting time.

Underlying Beliefs

New Rules Affect the Model, not Just the Marketing: This isn't just about better marketing. This is about a fundamental shift in how society operates, and in the basic methods by which humans interact with institutions. Organizations must shift their models, not merely their ad campaigns.

All industries, and all institutions, will be affected: With no paid employees and millions of self-publishers, Craigslist stole the revenue model of the newspaper industry. If an organization can't answer the question "What is the Craigslist of my Industry?," that organization has a strategic blind-spot. Of note: newspapers were some of the first organizations to get websites.

Success is defined by collaboration, not congregation: No longer is it sufficient to have a big list. Success in this new era will hinge on the ability to build collaborative networks, to efficiently reallocate resources, and to plumb interest outside of traditional organizational concentrations.

Leading organizations in the future will be more authentic and collaborative, using new tools to empower their members. Re-Vision Labs looks forward to helping bring that future to you.