



Mid-year is a weird time. You're still in it, but also looking ahead. And if you're like a lot of folks we've been working with lately, you're probably wondering:

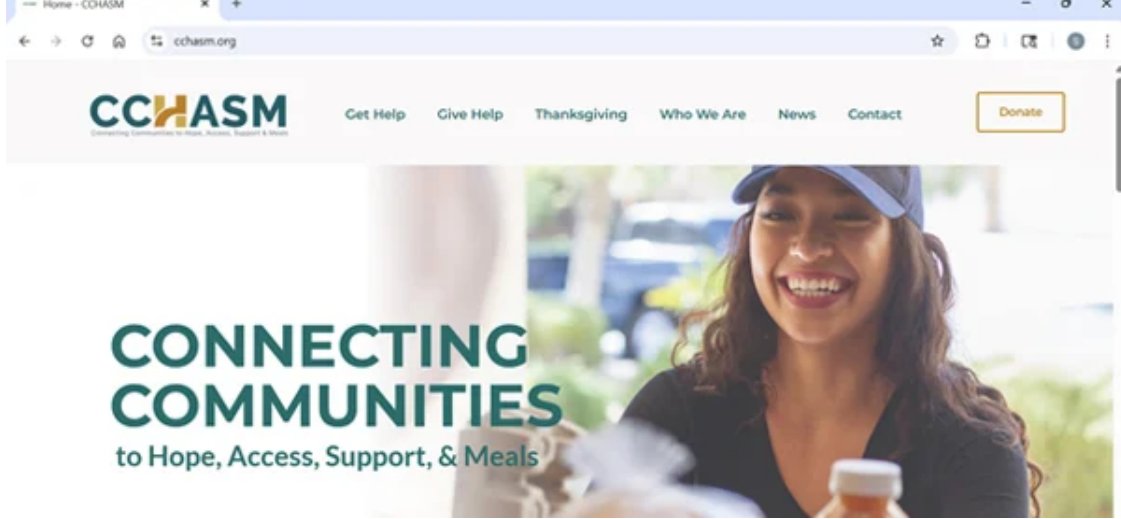
"Does this still fit?"

This job. This message. This structure. This way of working.

Sometimes the answer is yes. Sometimes it's no. And sometimes you don't realize something no longer fits until you try to describe it and hear yourself stumble.

We've been doing some of that work lately. Helping teams update the stories they tell, the values they lead by, and the ways they connect with their communities. Not big, shiny overhauls - just honest shifts.

Here are two small but meaningful examples.



CCHASM: a website that finally fits

CCHASM's old website didn't reflect who they are - or what people needed from it. It was outdated in every way: hard to navigate, unclear about services, and missing the clarity their work deserves.

We helped them build something better. Now people can actually find what they need, understand what CCHASM does, and connect with support without getting lost.

It's not just a better story. It's a better tool and a better fit.

[check out the before and afters!](#)



RVC's core value deep dive: leading from the inside out

Richmond Volleyball Club wanted a performance review system that reflected who they really are - not just what people do, but how they show up. We partnered with them to define clear, operational core values and build a performance review process that ties those values to how staff are supported, developed, and evaluated.

This wasn't just about a form. It was about alignment. Values should shape how a team leads, grows, and works together. When they're real, they don't just live on a poster, they show up in the day-to-day.

resource: the "still true" audit

Before you change anything, figure out what's worth keeping:

1. Pull out your mission/vision/about page - read it like you're seeing it for the first time
2. Ask three people who know your work well: "What would you say we're actually about?"
3. Compare the answers - where do they align? Where do they diverge?
4. Keep what matches, question what doesn't

This works for everything from your elevator pitch to your program descriptions. Sometimes you don't need new language - you just need to stop using the old stuff that no longer fits.

Want to go deeper?

Run a 30-minute session with your team. Or, if you want help digging in — that's work we love to do.

1. Pull up your mission, About page, or core messaging
2. Read it out loud
3. Ask: "What still fits?" and "What feels off?"
4. Take notes. You'll know where to start.

try this: a values-to-action prompt

If your values feel abstract - or if you're not sure they're actually showing up in how your team works - try this:

Pick one of your organization's values. Then ask:

1. Where does this value already show up in our daily work?
2. Where is it missing?
3. What's one thing we can change this month to bring it to life more fully?

You don't have to fix everything. Just start with one.

what's in the net?

- **Laura** is watching *Department Q* on Netflix. Set in Edinburgh. Cold cases, broody detectives, unresolved stuff. It's a lot, but in a good way.
- **Carter** is watching old seasons of *The Great British Bake Off* After *Department Q*, you'll need this. Low stakes. Polite chaos. Cake.
- **Shelley** is listening to *Good Hang with Amy Poehler* Amy interviews friends and other creative people. It's funny, low-key, and easy to sink into.
- **Quillin** is in concert mode. Wallows last week. Dwight Yoakum this weekend. Stray Kids up next.

We'll leave it there for now. Curious? Confused? Inspired? Hit reply - we'd love to hear it.