

#### Announcements

- All participants will be on mute until discussion
- If you have questions:
  - Send a chat message
  - Raise your hand
- · Presentation will be recorded
- InTouch archives at NADHealth.org/aafcn/intouch



# Upcoming Schedule

- June 25 CEU webinar @ 7:00 pm Eastern
- July 9 InTouch
- July 23 InTouch
- September 8 Annual Membership Meeting @ 7:00 pm Eastern
- Email health@nadadventist.org if you would like to share during a future InTouch meeting



# 50% discount on AAFCN Membership

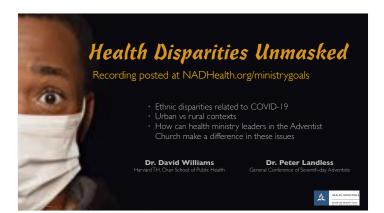
Membership Year Sept 1, 2020 - Aug 31, 2021

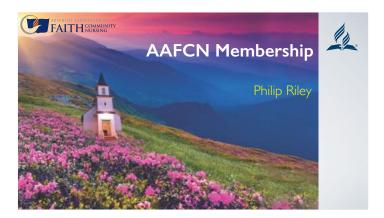
FCN Members & Friends













# Definitions • Strategic thinking — to see & understand the bigger picture of the organization: where it is, where it needs to go, how to get there • Strategy — figuring out & carrying out the best way to accomplish mission (P. Brantley) • Strategic purpose — why we exist & why that's important

# What A Good Strategy Can Do

- $\bullet\,$  Gives direction are you headed in the right direction
- Builds community people working together in ways that reinforce each other
- Determines accountability informing people about your progress in meeting goals



## A Strategy Includes

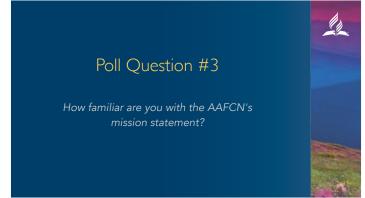
- Tools for analysis (eg, SWOT)
- Strategic purpose or mission statement
- Values, including core values
- Vision
- Key goals, including strategic priorities
- · Action plan
- Continuous reassessments















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#### Core Values

- · form the foundation of our work
- · determine how we conduct ourselves
- · are not affected by changes in society, politics, technology, etc
- NOT descriptions of the work we do
- they help us decide what work we should do & how we accomplish them
- NOT the strategies we use to accomplish our mission
- · they help us decide which strategies to use
- · serve as cultural cornerstones
- the source of an organization's distinctiveness
- · should be maintained at all costs



# Discussion What do you think should be the core values of AAFCN?

# A Strategy Includes

- Tools for analysis (eg, SWOT)
- Strategic purpose or mission statement
- · Values, including core values
- Key goals, including strategic priorities



- Action plan
- · Continuous reassessments

# Strategic Priorities

- Objectives that are ranked according to their importance in achieving goals
- Form the basis of decisions regarding operations & finances



#### Effective Priorities

- Provide concrete guidance
- · Balance guidance with flexibility
- Offset the effect of "business as usual" or getting into a rut
- Unify various parts of the organization
- · Position the company to succeed in the future





## Becoming More Strategic

- Set aside time each day/week to list your goals
- · Communicate with those who are impacted
- · Connect with a mentor
- Accountability peer, supervisor, supervisees, yourself
- Stick to your mission and goals
- Respond, don't react, to problems
- · Envision the future





