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| **Chapter Name** | Kentuckiana |
| **Chapter Number (ex. CH0000)** | CH4082 |
| **Chapter Location (City, State)** | Louisville, KY |
| **Chapter Membership Size** | Medium (101 - 349) |
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| **Chapter Board Position:** | President Elect |
| **Chapter Website URL:** | [http://atdky.org/](http://enotification.td.org/track/click/30530608/atdky.org?p=eyJzIjoidjNZMXBVWU83TU0tbFVFNm1SajAzWk1aQjFnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvYXRka3kub3JnXFxcL1wiLFwiaWRcIjpcIjQwODUyOGRhMTQxYTQyMzlhYzYxNGY4YmFjNWE5ZWI5XCIsXCJ1cmxfaWRzXCI6W1wiOGY4MmEzMjgxMzNhNTc4NDA1NTljNzU0ZTE1YzA1NTQxNWJmMjBiOFwiXX0ifQ) |
| **Submission Title:** | Continuing the Rejuvenation by Developing a Three Year Strategic Plan |
| **Submission Description:** | Just a few short years ago, the Kentuckiana chapter was at the brink of calling it quits. After a couple years in the rejuvenation period, the executive team knew that the sizzle of that extraordinary rejuvenation may be dying. In order to keep up the momentum, the chapter brought in a national strategist to facilitate a full day strategic planning session for the entire board. At the end of the session, a new mission, vision, and 3 year strategic plan was developed. The board outlined specific behaviors, beliefs, and our Five P's for Success. The team left the session energized for a successful year, speaking the same language, and ambitiously pursuing the same goal. |
| **Need(s) Addressed? Please be specific.** | This effort allowed our chapter to develop a strong foundation on which to plan the next 3 years. |
| **What is your chapter's mission?** | Connecting people, learning, and performance to create a better workforce and drive results. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This effort updated our chapter's mission. We were still focused on learning and development, instead of broadening our focus to the entire talent development profession. The exercises we engaged in during the strategic planning session helped us think about the impact we wanted to make in the workplace and in the community. We were able to define what it means on a weekly, monthly, and yearly basis to connect people, learning, and performance. For example, one of the behaviors we decided was critical to our chapter's success is to "Communicate & Collaborate". We defined this as "honestly, compassionately, and constructively partnering across disciplines and functions". If the board engages in this behavior internally and externally through partnerships, a breakdown of silos, and an increased focus on talent development, we will set the example and expose more leaders to the power of ATDKY. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.** | ATDKY's strategic planning session aligns with National ATD's mission because in order for the board to empower professionals in the local businesses and community to develop talent, we needed to understand what role we play. Once we understood that, we switched to the role we want to play in empowering professionals to develop talent in the workplace. The beliefs we developed at the strategic planning session speak to the feeling we want our members to have when thinking of ATDKY:  We believe learning is a life-long journey We believe talent development drives business results We believe relationships have the power to inspire change We believe everyone is a teacher and a learner |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | The ATDKY board directly benefited from this effort. They spent a full day giving and receiving valuable pieces of learning, engaging in fruitful discussion, and racking our brains on the most encompassing plan we could possibly create. Our membership benefited and will benefit indirectly. One of the behaviors we decided would make us successful is to "Be Customer Focused". We defined this as "listening louder to understand their needs and execute with excellence". When we listen to what our members (and future members) want, we will experience an increase. |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | We partnered with a local non-profit that specializes in leadership training for big corporations in the area. We paid the facilitator a fee of $1500 to lead a full day session and 1 follow-up session. We also paid for space in a creative workshop to facilitate creative thinking. This was about $500. Each board member dedicated a full day to developing the strategic session. The executive team mutually decided that this was an investment that would pay off relatively soon. We had enough money in our account to put forth into this investment. |
| **How did you implement: (please give a brief description)** | This was the first time a strategic plan to this magnitude was developed. Convincing the team of the value was the most difficult. By explaining the gains that we foresaw as a result of this strategic session, we incited intrigue, speculation, and excitement among the entire team. Once we got into the session, the uncertainty dissolved and team was fully engaged. The facilitator cloaked each strategic outcome with a fun activity to make it seem less like work. |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** | We are only a few months post-strategic plan development and we just experienced the highest chapter meeting attendance in the past few years. Each board member developed a detailed plan for achieving our ambition "By 2020, we will be the leading talent development resource for individuals, organizations, and the overall community in Kentuckiana". For example, the executive team created a strategic partnership plan and the programming team planned to have 2017 and 2018 chapter meetings, speakers, and special programming booked by the end of Q2 2017. These plans are so detailed that anyone can step in and execute. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Strategic planning ensures that all board members get an opportunity to have their voice heard and implemented into the overall plan for the chapter. It is extremely empowering for all members, but staying to task is the hardest part. Keeping the mission, vision, behaviors, beliefs, and Five P's top of mind at each board meeting, in the planning process, and execution phase has required all team members to be advocates and spokespersons. It's easy for the hype of the day to die down, so keeping the outcomes alive at every opportunity serves as a grounding point. |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** | We referenced the National ATD mission and vision to create one that is applicable for our local chapter. We based everything else on this new mission and vision. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@td.org](mailto:SOS@td.org)**)** | [ATDKY roadmap for growth.pptx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiYUxObFVoTjE5LVZKQkJITkZ6Z0I1Z0U5WHZFIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNVFltWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI0MDg1MjhkYTE0MWE0MjM5YWM2MTRmOGJhYzVhOWViOVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **If you selected "other", please explain your response.** | ATD ALC |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Request for Proposals (RFPs) open in May of each year at** [**td.org/alc**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiWnN5ZklRVHgtVzM2U3I0azZLX2ZDQVBvWWJVIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjQwODUyOGRhMTQxYTQyMzlhYzYxNGY4YmFjNWE5ZWI5XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |