

ATD Hawaii 2018 Execution Roadmap



CORE IDEOLOGY	SWOT ANALYSIS	KEY FOCUS AREAS (Next 2 years)																													
<p>Core Values: <i>What are our deepest ingrained principles that guide all of our behaviors and actions?</i></p> <ul style="list-style-type: none"> • Lifelong Learning & Self Development: We believe in ongoing growth to better ourselves personally and professionally • Power of Community & Relationships: We believe we can learn more and achieve more through collaboration • Spirit of Continuous Improvement: We believe in continuously enhancing the experience of and increasing our value for our members • Global-Local Balance: We believe we excel and make our learning most relevant when we mindfully balance global insights, local culture/context, and Hawai'i values. <p>Mission: <i>Why do we exist?</i> To foster a collaborative community, sharing knowledge and resources to achieve greater effectiveness</p> <p>Vision: <i>What would it look like if we were to achieve our Mission?</i> Elevating the talent in Hawai'i and influencing positive change in the organization and in life.</p>	<p>Strengths: <i>How to leverage our strengths?</i></p> <ol style="list-style-type: none"> 1) Passionate, dedicated board 2) Strong national brand/reputation 3) Monthly, well received events 4) Loyal, core membership 5) Financially stable 6) ATD national support <p>Weaknesses: <i>How to reduce weaknesses?</i></p> <ol style="list-style-type: none"> 1) Board staffing/succession planning 2) Lack of strategic approach to programs, causing: <ul style="list-style-type: none"> - Delayed event planning - High no-shows and low attendance 3) Lack of fully leveraging technology on back-end and front-end (Wild Apricot, PayPal issues, other new technology to make us more effective) <p>Opportunities: <i>How to take advantage of opportunities?</i></p> <ol style="list-style-type: none"> 1) Take greater advantage of ATD national 2) Diversify speaker, topic, program, and delivery type to increase program value to our members 3) Strategically partner and outreach to Hawai'i community to create a win-win 4) Market innovatively for improved reach 5) Design purposeful and engaging volunteering opportunities for our members 6) Increase opportunities for networking and developing relationships 7) Provide program content that mindfully balances global insights, local culture/context, and Hawai'i values. <p>Threats: <i>How to defend against threats?</i></p> <ol style="list-style-type: none"> 1) Board health: morale, dynamics, burnout 2) Board succession 3) Other similar, competing organizations 4) Member's lack of time to come to events 5) Other learning avenues 	<p><i>Directionally, where do we want to be in 2 years? (impacts pace/velocity) What metrics will help us know we are on track?</i></p> <ol style="list-style-type: none"> 1) Diversify program type, topic, speaker, and delivery to increase program value to our members 2) Develop broad, Hawai'i community outreach strategy and mutually beneficial and active partnerships 3) Craft strategic and engaging volunteer opportunities 4) Develop foundational board processes to ensure seamless succession year after year <p style="text-align: center;">INITIATIVES (2018)</p> <p><i>What will we work on in 2018 to achieve Key Focus Areas by the end of 2019?</i></p> <ol style="list-style-type: none"> 1) Field Trip Program developed and executed (1) 2) Hands-on Workshop Program developed and executed (2) 3) Coffee MeetUp Program developed and executed (2) 4) Pau Hana Program developed and executed (1) <p style="text-align: center;">PRIORITY OBJECTIVES (Quarterly)</p> <p><i>What activities to focus on quarterly & how to measure success?</i></p> <table border="1" data-bbox="1230 911 2039 1094"> <thead> <tr> <th>Category</th> <th>Priority Q1 Objective #1</th> <th>Lead</th> </tr> </thead> <tbody> <tr> <td>Field Trip</td> <td>Define/design/develop program</td> <td>Val</td> </tr> <tr> <td>Hands-on Workshops</td> <td>Finalize schedule</td> <td>Makana</td> </tr> <tr> <td>Coffee MeetUp</td> <td>Experiment w/the app as a board</td> <td>Val</td> </tr> <tr> <td>Pau Hana</td> <td>Define/design/develop program</td> <td>Melissa</td> </tr> </tbody> </table> <table border="1" data-bbox="1230 1130 2039 1276"> <thead> <tr> <th>Priority Q1 Objective #2</th> <th>Lead</th> </tr> </thead> <tbody> <tr> <td>• Define "mutually beneficial partnership" (what kind of partnerships for what purpose?)</td> <td>Jerome/Christy</td> </tr> <tr> <td>• Identify companies that meet criteria/definition</td> <td></td> </tr> </tbody> </table> <table border="1" data-bbox="1230 1312 2039 1386"> <thead> <tr> <th>Priority Q1 Objective #3</th> <th>Lead</th> </tr> </thead> <tbody> <tr> <td>• Research and develop a Volunteer Program</td> <td>Lou</td> </tr> </tbody> </table> <table border="1" data-bbox="1230 1422 2039 1497"> <thead> <tr> <th>Priority Q1 Objective #4</th> <th>Lead</th> </tr> </thead> <tbody> <tr> <td>• Define what's needed for board succession</td> <td>Tanya</td> </tr> </tbody> </table>	Category	Priority Q1 Objective #1	Lead	Field Trip	Define/design/develop program	Val	Hands-on Workshops	Finalize schedule	Makana	Coffee MeetUp	Experiment w/the app as a board	Val	Pau Hana	Define/design/develop program	Melissa	Priority Q1 Objective #2	Lead	• Define "mutually beneficial partnership" (what kind of partnerships for what purpose?)	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