

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is white, providing a clean space for the text.

Simple Strategies Powerful Outcomes

Scott Wingate

Session Overview

- ▶ Mission/Vision/Programmatic Philosophies: The WHY
- ▶ Objective Statement development: The WHAT
- ▶ Strategy development: The HOW
- ▶ Single Page Strategy Overview
- ▶ Taking Action and empowering staff

THE WHY

- ▶ THE WHY is what inspires us and those around us!
- ▶ THE WHY is our belief or purpose
- ▶ THE WHY is what gets us out of bed every morning (a pay check is a result/outcome)
- ▶ THE WHY is in our mission/vision statements
 - ▶ Your programmatic philosophy- is your personal WHY/Your personal Vision statement
 - ▶ “Create positive, meaningful experiences while engaging our community in WAVE Foundation and Aquarium opportunities. Support, engage and lead a professional volunteer team while mentoring others in this profession.” -JG

THE WHAT

- ▶ Define WHAT winning is?
- ▶ WHAT do you want to celebrate at the end of 2019?
- ▶ What are our measureables? Key Performance Indicators (KPIs)
 - ▶ Objective Statement: “Create rich and engaging stories around all our program areas. While formalizing process-based approach to all aspects of our business. Positioning WAVE to be recognized as the best community resource for education, conservation and volunteerism in our region.”

THE HOW

- ▶ How are we going to WIN?
- ▶ WHO do we need to achieve our goals (e.g. community partners, other departments, etc.)- Strategy Captains
- ▶ The HOW are our strategies
 - ▶ Strategy 1: “Focus on amplifying our WAVE brand through developing industry leading programs in education & volunteerism.”