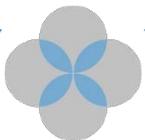
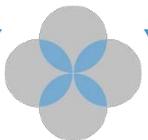


*WELCOME PLANNING
GRANTEES*



*What do you hope to
get out of this
Partnership Meeting?*



Accomplishments and Challenges

What successes have you had to date?

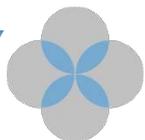
(Programmatic or Network Development)

What challenges are you facing?

(Programmatic or Network Development)

How are you addressing the challenges?

(Other grantees offer suggestions for addressing challenges)

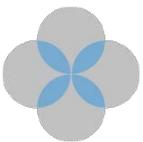


Welcome Network Planning Grantees

Make a Statement: A Step to Support Your Network's Sustainability

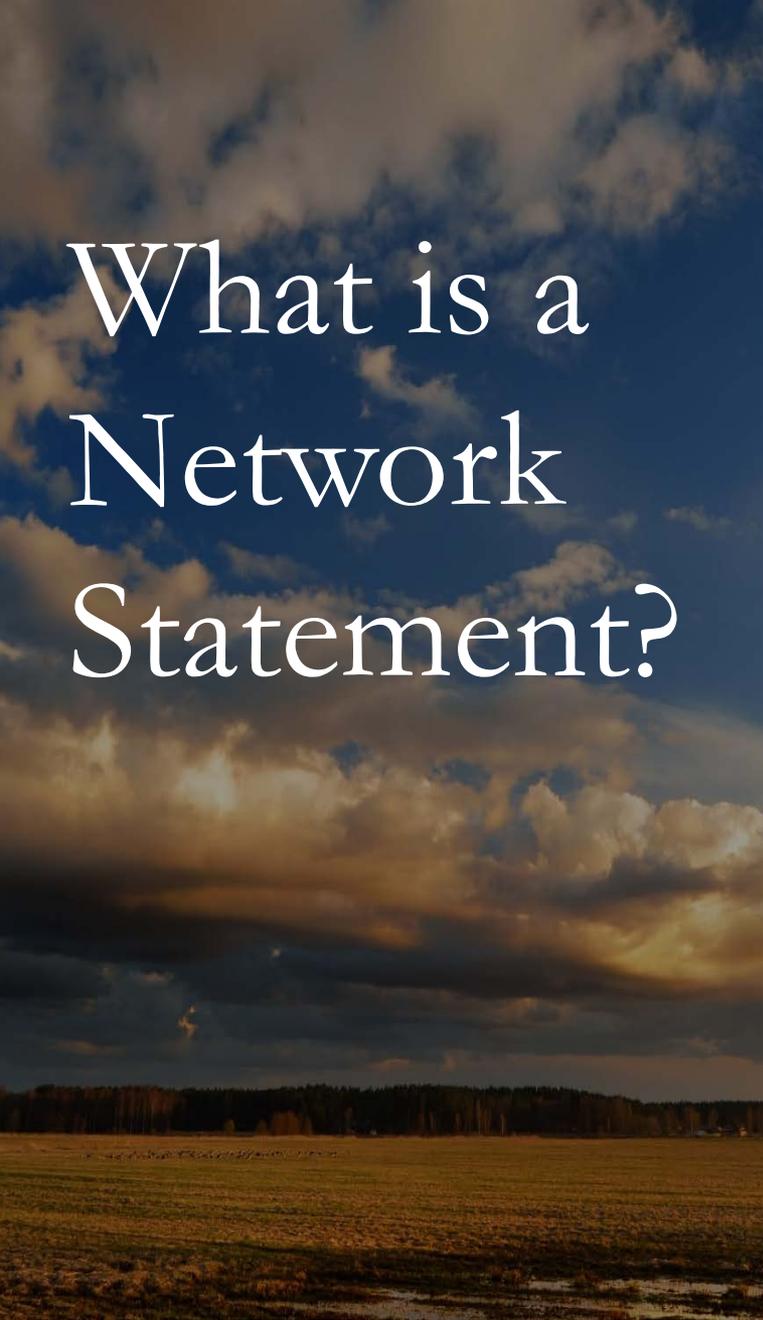
JANUARY 15, 2020

Karen H Wakeford, Technical Assistance Coach, CRL Consulting



Goal

Prepare you to write a compelling Network Statement



What is a Network Statement?

A short narrative that describes the underlying reasons for, and aspirations of, your network...

in a compelling way

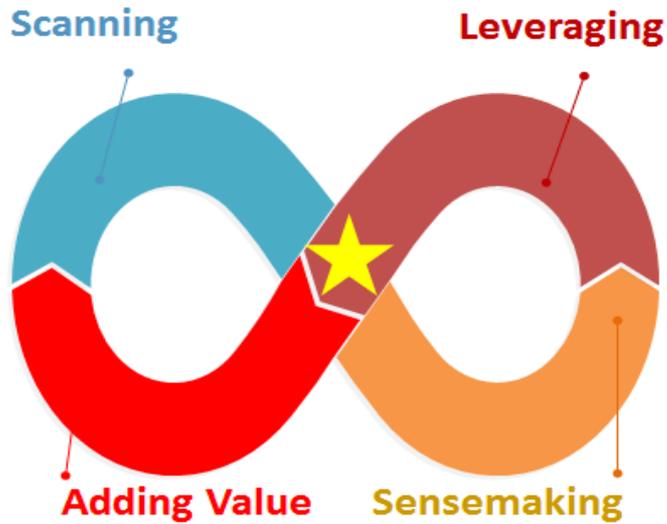
Why write a Network Statement?

To create a communication piece that enlists support and engagement for your Network, similar to:

Leadership
Story

Fundraising
Prospectus

Elevator
Speech



Key Attributes

Vision and Charter

- Agreement and Alignment
- One voice
- Not project-focused

Partners and Participants

- Authority
- Front-line perspective
- Perspectives
- Resources
- Knowledge
- Styles

Leadership Structure

- Distributed
- Shared
- “Deep and wide” involvement and accountability

Relationships

- Mutual Trust
- Ability to have difficult conversations
- Having each other’s back
- Safe environment for risk taking
- Transparency
- Confidentiality

Culture of Innovation

- Assuming change is inevitable
- Part of the organizational DNA
- Placing value on learning together
- Willingness to try new things



A Network Statement Includes:

Explains why people outside your Network should care about what you are doing.

- Your Network's reason for existence
- The vision of your ideal future
- How your Network contributes to your ideal future
- Why your Network is best suited for that role
- What your Network has accomplished toward achieving your ideal future

5 Questions to Consider When Writing Your Network Statement



1. Whose lives, primarily, are you out to change?
2. What's at stake (for those lives) if you succeed or fail?
3. What does the 'Promised Land'/Ideal Future look like?
4. What are the obstacles to reaching the 'Promised Land'/Ideal Future, and how will you help overcome them?
5. What evidence can you offer that you can really make that future happen?

Source: **The Mission: Why Leadership = Storytelling**
<https://www.google.com/amp/s/medium.com/amp/p/71877abfe1f0>



A Network Statement IS...



Shared

Reflects stakeholders' shared aspirations



Engaging

Uses vivid language that draws attention and interest



Compelling

Invites participation and investment



Easily Understood

Makes sense without a lot of additional explanation



A Network Statement is NOT...

Tip:

Do not use the project description written in your Network Planning proposal, or cut and paste your mission statement, as your Network Statement.



A reiteration of your vision and mission



A listing of your Network's goals and objectives



A description of all of your Network partners



A summary of your Work Plan



When Writing Your Network Statement ...

- ➔ **Be Succinct**
Include no more than two short paragraphs
- ➔ **Avoid Jargon**
Use simple, non-technical terms
- ➔ **Be Selective**
Choose impactful stats/data
- ➔ **Gain Consensus**
Include all your Network partners
- ➔ **Make it Meaningful**
Tell why your audience(s) should care



The Opening Statement

THIS

Our community has its challenges, like any other, but it also has always had a spirit of connectedness.

Every day, all across our state, families struggle with making very difficult decisions about life-sustaining treatments for the people they care most about.

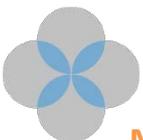
An unhealthy diet and physical inactivity contribute to or aggravate many chronic diseases and conditions that limit the productivity of those who live in our county.

NOT THIS

Our network was created in 2012 to try to manage the cost of health care in our community and, in so doing, help keep our hospital from closing its doors.

Georgia Health Decisions, a non-profit organization, developed a program to help people complete advance directives.

Our Community Health Needs Assessment indicated that 20% of the residents in our county are overweight or obese.



The Closing Statement

THIS

We are more confident than ever that our healthiest days are ahead of us, because we are going to create them together.

We want to continue to help families have the gift of peace of mind by knowing their loved ones' wishes.

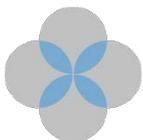
We need to keep the pressure on, using approaches and strategies that have proven successful in getting members of this community to eat better and exercise more, thus reducing their weight and their vulnerability to chronic disease.

NOT THIS

The network will continue to write grants to keep it going.

We want to make our Advance Care Planning Guide available to everyone in Georgia.

After trying a number of approaches, we have found that walking programs at workplaces, general health awareness campaigns, and obesity interventions specifically targeted to schoolchildren are the most effective in bringing about changes in the exercise and eating habits of our community.



Example: Network Statement

Anytown Health Network

The health of a community's children is an indicator of the well-being of the community as a whole. Unfortunately, the well-being of children in our Southwest Tennessee area is at risk due to soaring rates of childhood obesity. Childhood obesity is associated with various health impacts, such as diabetes, heart disease, gastrointestinal disorders, and certain orthopedic problems; in addition, obesity in children is related to increased morbidity and mortality rates in later life. This is one reason why scientists believe this generation of children could be the first to have a shorter lifespan than their parents.

Partners of the Southwest Tennessee Health Network came together in 2016, to improve the lives of our children by addressing childhood obesity. We have embarked on this mission by establishing our community coalition and creating a community health improvement plan. Our momentum is growing as we expand our partnerships and focus our efforts on educating and engaging at-risk families and encouraging environmental and policy changes to support healthy behaviors in our children. We are excited about our ability to bring our community together to create a healthier future for everyone.



Call to Action

If you are creating a Network Statement for the first time...

- Brainstorm with your members about the key impressions you want to impart
- With a small wordsmithing committee, draft a statement
- Select some friendly people to test and comment on it
- Edit and present to your Network Members for consensus and approval

If you already have such a statement or are more advanced as a Network...

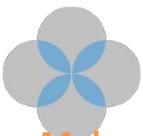
- Think of a person/organization that you might approach to join your Network or ask for funding
- Tailor your Statement for this specific purpose
- Test it on some friendly people and ask for comments
- Edit and present to your Network Members for consensus and approval

Uses for Your Network Statement

- **Presenting your Network** as an opportunity for the community
- **Recruiting new partners** to your Network
- **Spreading the word** about your Network to stakeholders
- **Fundraising**
- **Framing the detail** of your Strategic Plan
- **Summarizing your Network entry** for the Source Book



- **Make a Statement - A Tip Sheet to Support Your Network's Sustainability**
www.crlconsulting.com/grantee-portal
- **The Big Mistake That's Hurting your Nonprofit (and How to Fix It)**
<https://www.joangarry.com/nonprofit-elevator-pitch-1/>
- **Create a Stellar Elevator Pitch for Your Nonprofit Organization**
<https://www.classy.org/blog/creating-a-stellar-elevator-pitch-for-your-nonprofit-organization/>
- **The Mission: Why Leadership = Storytelling**
<https://www.google.com/amp/s/medium.com/amp/p/71877abfe1f0>



Questions?



CRL  Consulting

www.crlconsulting.com

Make a Statement: A Step to Support Your Network's Sustainability |

PARTNER ENGAGEMENT

Eric Baumgartner, M.D., M.P.H., Facilitator

Technical Assistance Coach, CRL Consulting

Lyle Kennedy, R.N., Network Director

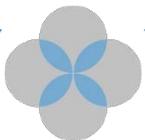
Northeast Arkansas Opioid Coalition, AR

Cristina Gair, Executive Director

West Mountain Regional Alliance, CO

**Richard Wittberg, Ph.D., Washington County
Health Commissioner**

Hopewell Health Centers, OH

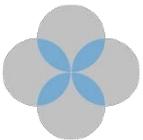


Welcome Network Planning Grantees

Strategic Planning as a Process

JANUARY 15, 2020

Beverly A. Tyler, Technical Assistance Coach, CRL Consulting



Goal

Demonstrate how deliverables contribute to your Strategic Planning process and relate to the Sustainable Network Model

Review the Strategic Planning Template

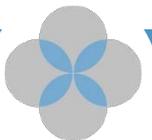


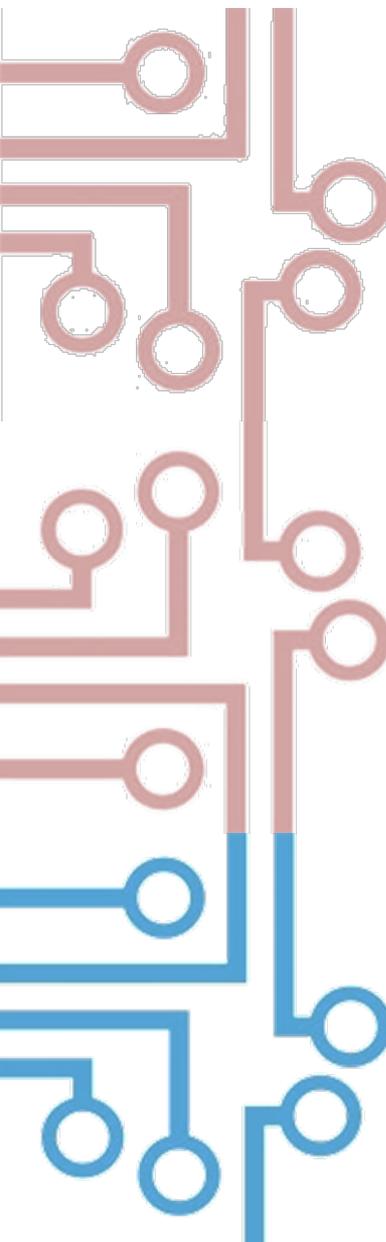
- Stage the timing of the deliverables to support the Strategic Planning Process
- Build toward the Strategic Plan while supporting both infrastructure and programmatic development
- Relate the process to the *Sustainable Network Model*
- Design tools that have value beyond the grant cycle
- Avoid busy work and duplication of effort



Strategic Planning as a Process

- ➔ **Completed over several months; not through a one-time event**
- ➔ **Includes partners in a meaningful way**
- ➔ **Elicits partner perspectives, aspirations, and commitments**
- ➔ **Requires collection and reflection of both quantitative and qualitative data**
- ➔ **Considers policies and trends**
- ➔ **Is on-going and adaptive**





Components of a Strategic Planning Process

- **Bring partners together to address a common challenge** (MOUs, by-laws, policies/procedures)
- **Agree on your purpose** (vision, mission...)
- **Understand your context** (SWOT analysis tools)
 - External Environmental Scan
 - Network Organizational Assessment
- **Develop focus areas and strategies** (goals/objectives, sustainability)



Strategy of **Process and Deliverables**

- Early months of grant devoted to bringing partners together, exploring areas for programmatic focus
- **External Environmental Scan and Network Organizational Assessment = SWOT** focused on rural health networks
- **Network Statement** is an early asset to communicate about your network



Relation to **Strategic Plan**

- **Network Statement**
 - Concise and compelling story of your Network
 - Included in the Strategic Plan
- **External Environmental Scan**
 - Summary included in Strategic Plan
 - Programmatic goals and objectives based on data from the Scan
- **Network Organizational Assessment**
 - Summary included in Strategic Plan
 - Adaptive goals and objectives based on data from the Assessment

Relation to *Sustainable Network Model*



- Identification of relevant data for External Environmental Scan and individual completion of Network Organizational Assessment = **Scanning**
- **Partners coming together to discuss and determine implications for the Network = Sensemaking**
- Determining how to use your combined resources to address issues = **Leveraging**

Strategic Plan **Template**

1. Network Statement

- Simply insert the Network Statement you have previously written

2. Organizational Overview

- Background and History
- Vision and Mission
- Governance and Decision Making

3. Strategic Planning Process

- What you did and who participated

4. External Environmental Scan

- Summary of findings
- How findings led to programmatic goals and objectives

Strategic Plan **Template**

5. Network Organizational Assessment

- Summary of findings
- How findings led to Network Development & Sustainability Goals & Objectives

6. Network Programmatic Goals & Objectives

- Program strategies that your Network will undertake

7. Network Development and Sustainability Goals and Objectives

- How you will build internal capacity on the Network

8. Use of the Strategic Plan

Value Beyond the Grant Cycle



- **Network Statement**
is an on-going communications tool
- **External Environmental Scan**
is a process for continuously understanding external factors that impact your Network
- **Network Organizational Assessment**
is available for you to repeat annually to track progress
- **Goals & Objectives**
are developed/used by Board for accountability

Pitfalls to Consider



Rushing through the process



Confusing vision and mission statements



Copying and pasting text from your grant proposal



Focusing the strategic plan on the grantee organization rather than the Network



Oversimplifying Goals & Objectives sections



One/two people writing strategic plan without review and input from partners

Questions?



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www.crlconsulting.com

Visit <https://www.surveymonkey.com/r/TWX2KZ2>

**Please
click the link in your
email or text that you
just received**



***What did you learn today that
you can apply to the work of
your Network?***
