



Request for Proposals

Strategic Planning Facilitator/Consultant

Intent

The Congress of Chiropractic State Associations (“ChiroCongress”) is a national association representing 52 chiropractic state associations across the United States. As such, our members collectively represent 35,000+ doctors of chiropractic throughout the U.S.

The ChiroCongress seeks a facilitator/consultant who will develop and guide a process resulting in a plan that includes a strategic framework for the future for the chiropractic profession in the United States.

The intent is to create a single vision for the future of the profession, a strategic plan, and direction to support that vision by gathering and enlisting the views, ideas, philosophies and perspectives of a broad spectrum of stakeholders within the profession.

These stakeholders may include (but are not limited to):

- National Associations
- State Associations
- Educational Institutions
- State and National Regulatory Agencies
- Business Partners
- Individual Doctors of Chiropractic

Other professions have achieved significant advancements through the creation and execution of their own strategic plan which inspires ChiroCongress to lead this effort.

Background

For nearly 125 years, the chiropractic profession has been divided into many factions and on many issues. Unlike many professions who are represented by a single national association, chiropractic has several associations claiming to represent one viewpoint or another on the national stage. This division has and continues to impede the ability to lobby on both national and state levels for legislation favorable to the profession and its patients.

In the absence of a national entity to represent the business, political, legal, and strategic interests of the profession, chiropractic has struggled in the face of opposition by other competing interests.

With the costs of our current medical health care system sky-rocketing to ever higher and unaffordable levels, coupled with the opioid drug crisis, the profession finds itself in an ideal position to provide real solutions to both problems—if we can create a plan to address these needs.

The current opportunities as well as threats to the profession have never been greater. This provides a deep motivation to find a unified path forward for the profession.

Purpose

The purpose of this Request for Proposal (RFP) is to solicit interest from consultants experienced in strategic thinking, planning, and conflict resolution. ChiroCongress seeks a consultant to provide the following services:

- Provide leadership, direction and expert consultation and advice related to the development of an effective strategic plan
- Utilize the ChiroCongress as a resource for planning and coordinating all necessary meetings, activities and events
- Monitor and report the progress relative to the development of this plan
- Provide a clear, easily-operationalized, strategic planning process
- Develop a plan to help bring various stakeholders, associations and viewpoints together for the creation of the plan
- Facilitate strategic planning meetings
- The desired result is a strategic plan that articulates a vision, mission, values, actions, and strategies that will guide the chiropractic profession through 2025

Required Qualifications

- Demonstrated experience with facilitating a consensus-based strategic plans
- Strong facilitation skills
- Experience at creating a neutral environment for, and soliciting input from various stakeholder groups
- Experience at gathering and synthesizing data to inform creation of a strategic plan
- Experience in inspiring others to think creatively and innovatively
- Ability to constructively challenge participants
- The flexibility to develop appropriate timelines for the process and the deliverables
- The flexibility to attend planning meetings as needed
- Ability to travel to various locations throughout the United States to attend and facilitate meetings

Instructions to Applicants

All proposals must be submitted by **5:00 pm PST, Monday, March 9, 2020, by email** to: Lizz Klein, Executive Director, ChiroCongress, Lizz@chirocongress.org. Subject line: "Proposal for Strategic Planning". Questions about this RFP should be sent via email to Lizz Klein.

Proposals must include:

- The official name, address, phone number and email address of the applicant (organization or individual) as well as the name of the principal contact person and the name and title of the person authorized to execute the contract.
- Bios/resumes of key personnel fulfilling the contract, if awarded, including key qualifications and previous similar work experience.
- Three references who can speak to their experience with the consultant in similar projects.
- A description of the applicant's approach to strategic planning consultation, including methodology, perspective or philosophy that guides your work.
- A comprehensive work plan that includes:
 - A clear description of the applicant's plan to complete all project components
 - A timeline that also indicates "check-in" points for project status updates
 - A detailed budget that includes expenses (i.e., consultant's time, materials and supplies, and any other expected expenses).
- Examples of similar projects.
 - Example(s) of a finished strategic plan developed by the individual assigned to this project.
- Proposals must be signed by an authorized individual(s) of the applicant organization and include the name, title, address, telephone number and email address of the individual(s) with authority to negotiate and contractually bind the individual/organization.

Confidentiality

If the applicant deems any material submitted to be proprietary or confidential, that must be indicated in the relevant sections of the response.

Timeline

RFP Released	February 26, 2020
Deadline for Proposals	5pm PST, Monday, March 9, 2020
Review of Proposals	Saturday, March 14, 2020
Notification of Interviews	Wednesday, March 18, 2020
Interviews	Between March 23-31 (via Zoom)
Selection	April 1, 2020
Required In-Person Meeting	Thursday, August 27, Orlando, Florida
Required In-Person Meeting	Saturday, November 12-14, Tampa, Florida

Review of Proposals

Proposals will be reviewed using the following criteria:

- The qualifications and experience of the individual(s) identified to fulfill the project.
- The individual's/organization's experience with similar projects.
- The proposed approach to the scope of work.

- The proposal adequately details project activities, milestones and deliverables associated with each stage of the scope of work.

Contractual Agreement

ChiroCongress will issue a contractual agreement with the selected applicant, in which the manner and time of payment will be addressed.

Statement of Rights

ChiroCongress reserves the right, in its sole discretion, to reject any and all responses received in response to this RFP. ChiroCongress will not reimburse costs of preparing the consultant proposals. ChiroCongress reserves the right to cancel the award of contract any time before the execution of the contract by both parties. Responding consultants bear sole risk and responsibility for costs incurred in the preparation and delivery of the proposal.