

**FUTURE OF CHIROPRACTIC STRATEGIC PLAN
PHASE I, II, III OVERVIEW
OCTOBER 15, 2021 – May 31, 2022**



Phase I - Data & Analysis

*October 15, 2020 – February 28, 2021**

Common Ground, Future Scenarios, Industry Mission – Vision - Goals

- October 16 – Kickoff Meeting
- Background Research/Key Data Review
- Communication Plan and Content Development
- Online Community Portal Development
- Stakeholder Future Perceptions Survey
- Online Virtual Launch of Project
- Series of Mini-task Force Session (10-20 participants each) to explore key drivers
- Future Thinktank Session
- Focus Groups
- Stakeholder Survey – Expected and Preferred Future
- Future Scenarios and Industry Foresight Report
- Virtual Future Summit to Engage Industry in Foresight Report

Phase II - Operational Strategic Plan Development

*January – May 2021**

- Project Coordination with Future iQ and OnStrategy
- Operational Strategic Plan Workshop Sessions
- Development of Detailed Implementation Plan
- Industry Strategic Plan – Public-facing Document Development
- Final Plan Presentation in Tampa, April 2021
- Integration of Plan into Implementation Platform with On-Strategy

Phase III - Implementation Process & Plan Readiness

*February 2021 – May 2022**

- Plan Upload to OnStrategy's Online Management App
- Build and Distribute Performance Management Playbook Documenting Process, Expectations, Rhythm of Performance Reviews
- Performance Management of Industry Plan

*Dates subject to change