



# Strategic Planning Overview

Developing a Comprehensive Plan for the Chiropractic Profession



## Expected Outcomes

- Engagement of All Levels of the Profession
- Unified Vision, Mission, Core Values
- Future Scenarios and Foresight Report
- Executable Strategic Plan

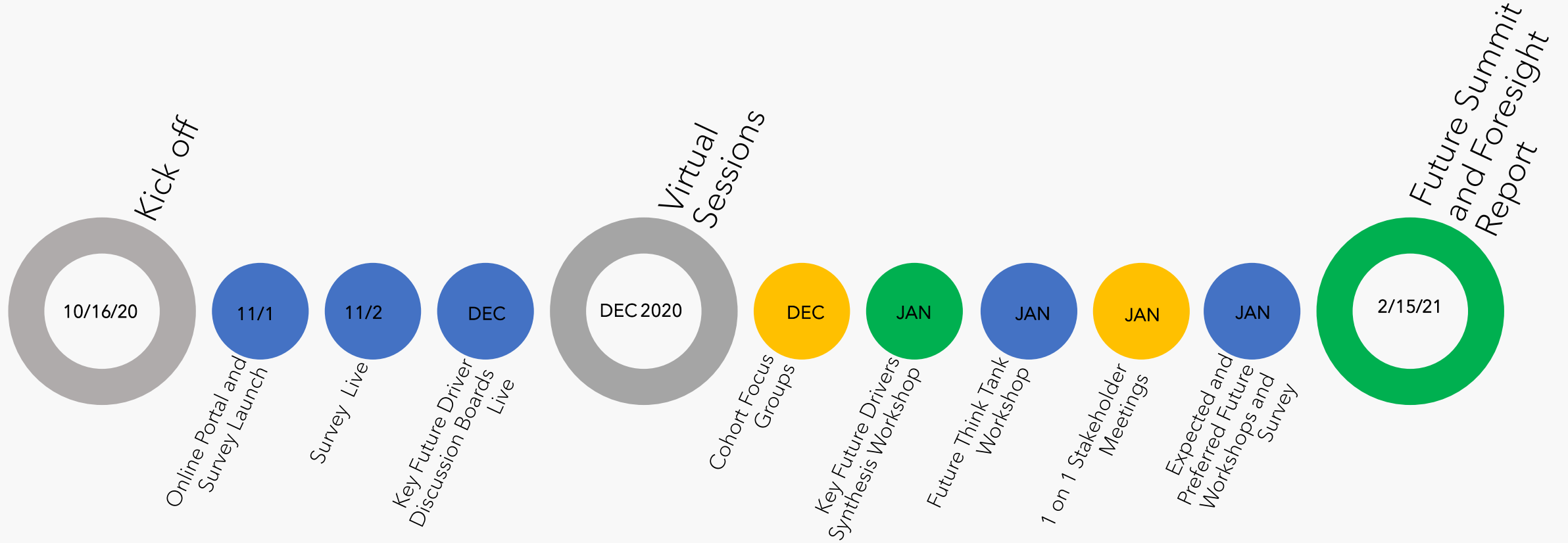
# Phase One Glossary of Terms: Who's Who

1. **Strategic Planning Committee (SPC):** Project initiating task force. Supported by ChiroCongress; oversees project; participates individually when applicable
2. **SHARITY:** Primary contractor. Facilitates project; responsible for executing on SHARITY process and deliverable: Recommended over-arching mission statement, core values, strategic priorities next 3 years.
3. **Future iQ:** Sub contractor. Responsible for executing Future iQ visioning process and deliverable: Future Scenarios & Foresight Report and launch.
4. **Stakeholders:** 10 identified primary groups within the profession.
5. **Cohorts:** 5 key stakeholder groups within profession.

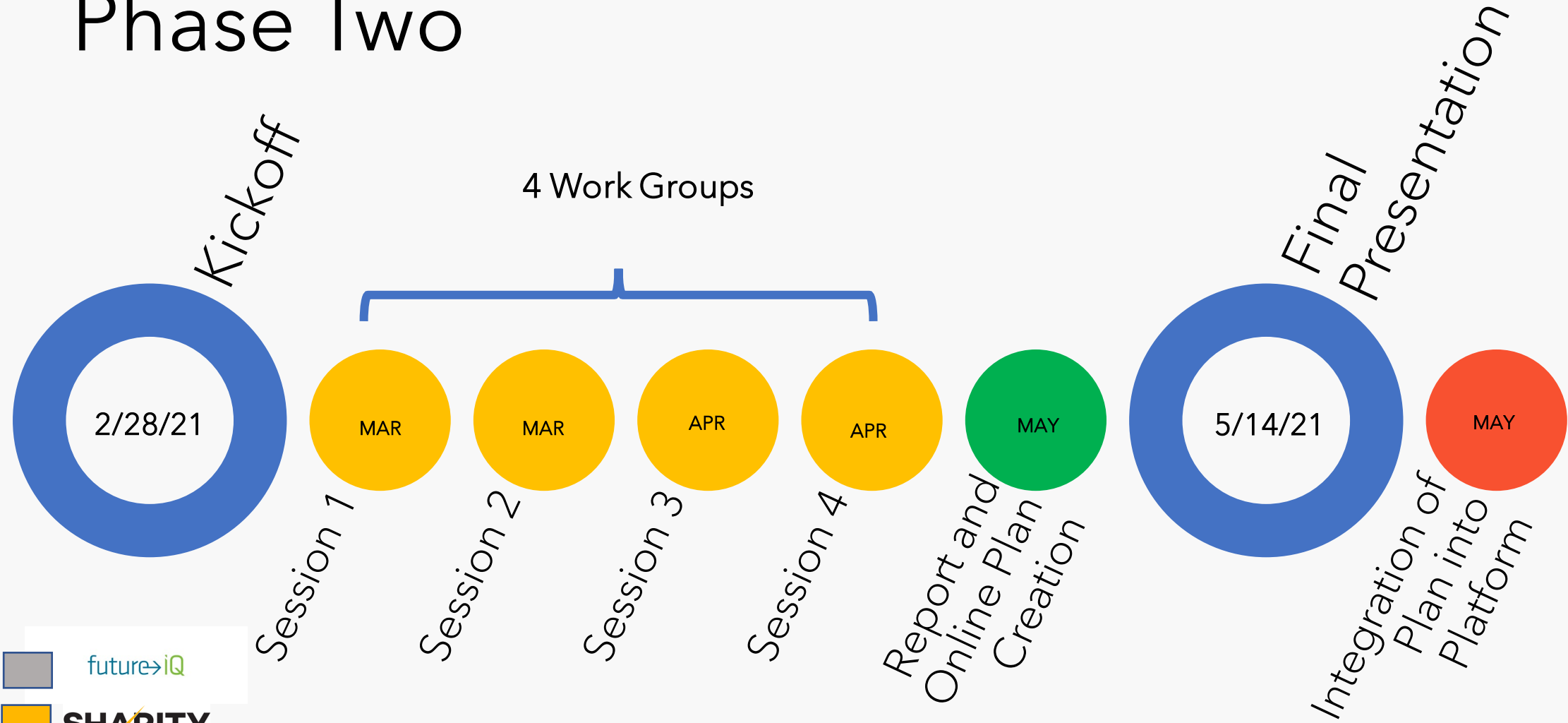
# Phase One Glossary of Terms: What's What

1. **Future Perceptions Survey:** Future iQ led. Online survey with broad reach to all identified stakeholder groups. Developed in collaboration with Future iQ, Sharity, and SPC with intent to gain grassroots perspectives and input.
2. **Key Future Driver Discussion Boards:** Hosted on Future iQ portal. Open to all stakeholders; invites written feedback and insight on the implications and impacts of key drivers. Key drivers are trends, events or factors that are shaping the future of the industry. This builds foresight knowledge of industry members.
3. **Key Future Driver Workshop:** Future iQ led virtual workshop. Up to 25 participants, made-up of SPC members & profession influencers. This will synthesize the responses on the industry Discussion Boards and help crystalize the implications of these drivers.
4. **Cohort Focus Groups:** Sharity led. Up to 20 participants per session; 1 session with each identified cohort group (5 total sessions). Cohorts are identifiable segments of the industry. Gain perspective and insight into common themes identified by Future Perceptions Survey; Begin to explore and build consensus by cohort on vision, mission, values, priorities next 3 years.
5. **Future Think Tank Workshop:** Future iQ led. Up to 60 participants, virtual workshop 4 potential future scenarios - (10 years out). Think Tank is a forward-looking workshop session that builds a range of plausible futures of how the industry and profession could evolve.
6. **1-1 Interviews:** SHARITY led. 1-1 interviews with 10 most influential members of chiropractic profession. Gain perspective and begin to build consensus for broader industry vision, mission, values, priorities next 3 years.
7. **Expected and Preferred Future Workshops:** Future iQ led. Virtual workshops - Open to all stakeholders, online open-forum, 60- 90-minute discussions, provided at various times through the day; includes review of plausible futures and stakeholder survey on expected & preferred
8. **Future Summit:** Joint final phase I presentation. SPC, key stakeholders; Future Scenarios and Foresight report; Mission, Values, Priorities next 3 years.
9. **Weekly check-in meeting:** Future iQ led. Lizz Klien, Dr. Dan, Future iQ, Sharity as needed
10. **Check-point meetings:** SHARITY led. Strategic Planning Committee, SHARITY, Future iQ
11. **Pillars:** Strategic Priorities that will be used to build the plan.

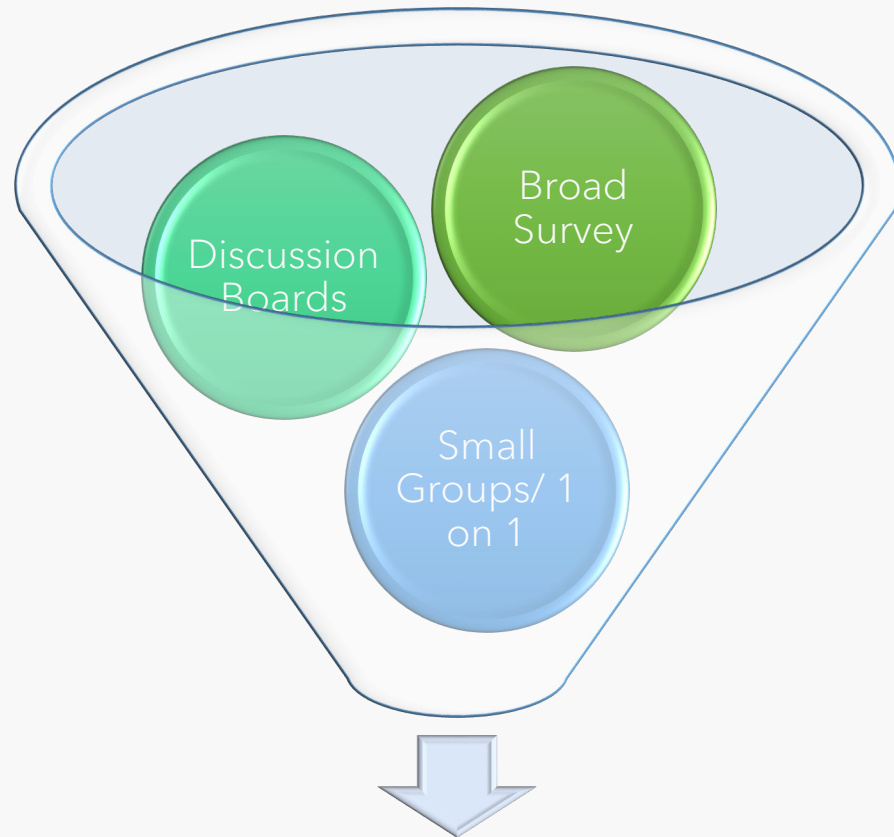
# Phase One



# Phase Two



-  future*→*iQ
-  **SHARITY**  
EMPOWERING NONPROFITS
-  Sharity & Future iQ
-  Sharity & OnStrategy



Common Mission, Vision and  
Actionable Strategic Plan

# Validation Process

Weekly Check-in Meetings  
CC, Future iQ, SHARITY\*

- Every Wednesday, 10:00 a.m. CST

\* As needed

Strategic Planning Check Point Meetings\*  
SPC, SHARITY, Future iQ

Phase 1\*

Phase 2

10/16/20

2/26/21

11/20/20

3/18/21

12/15/20

4/22/21

1/15/21

5/10/21

\*Dates are being finalized



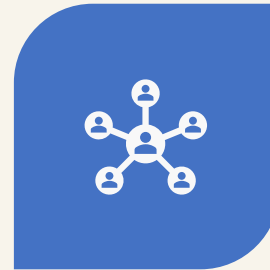
# Get Involved



TAKE THE  
SURVEY



JOIN THE  
DISCUSSION ON  
THE KEY DRIVER  
BOARD



JOIN A GROUP



VISIT THE  
PORTAL

<https://chirocongress.org/future-of-chiropractic-strategic-plan/>