



Strategic Planning Session - Creating Value Statements January 29-30, 2024

Agenda

Monday, January 29th

8:30am *Breakfast*

9:00am **Introduction: Focusing on the Task**

- Welcome – Adrienne Beatty/Melody McDonald
- Introduction of Facilitator – Adrienne Beatty
- Session focus and outcomes – Rick Brush
- Session format and ground rules – Rick Brush
- Warm up discussion – What's in the News – Rick Brush
- ERM Focus in all deliberation – Rick Brush

9:45am **Review of our Mission and Core Values** – Melody McDonald

10:00am **Why Value Statements** – Rick Brush

- How they are used
 - In Governance
 - In Communications
 - In Marketing

10:15am **Process Evaluation** – Rick Brush

[Break: 10:30am-10:45am]

10:45am **Pulling the Data into Six Core Pooling Categories** – Rick Brush

1. Commerciality
2. Shaping Markets
3. Member Relationships
4. Community Relationship
5. Public Sector Ecosystem
6. Ethics and Mindset

11:15am **Data analysis part 1**

[Lunch: 12:15 - 1:15pm]

1:15pm **Data analysis part 2**

[Break: 2:15pm – 2:30pm]



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Monday, January 29th – continued

- 2:30pm **Taking a Step Back - Global View: What are the Members Telling Us?**
- 3:30pm **Staff Input**
- 4:00pm **Adjourn**
- 6:00pm **Dinner at Cannonball Restaurant**
3105 Ocean Front Walk, San Diego, CA 92109

Tuesday, January 30th

- 8:30am *Breakfast*
- 9:00am **Reflecting on Day 1** – Rick Brush
- What stands out?
 - Is there anything we missed?
- 9:15am **Value Statements Refined** – Rick Brush
- [Break: 10:30am-10:45am]
- 10:45am **How will the Value Statements be used** – Rick Brush/Adrienne Beatty
- 11:15am **Looking Back**
- A brief reflection on the meeting
- 11:30am Box lunches provided after we adjourn