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ADRIA
Year-end Success Indicators

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ADRIA @ 2 years!

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Strategic Directions (Goals)

1. Enhance the value, awareness, reputation of and access to ADR services
2. Strengthen our Profession
3. Strengthen ADRIA as a Membership Organization
4. Strengthen the long-term sustainability of ADRIA as an organization

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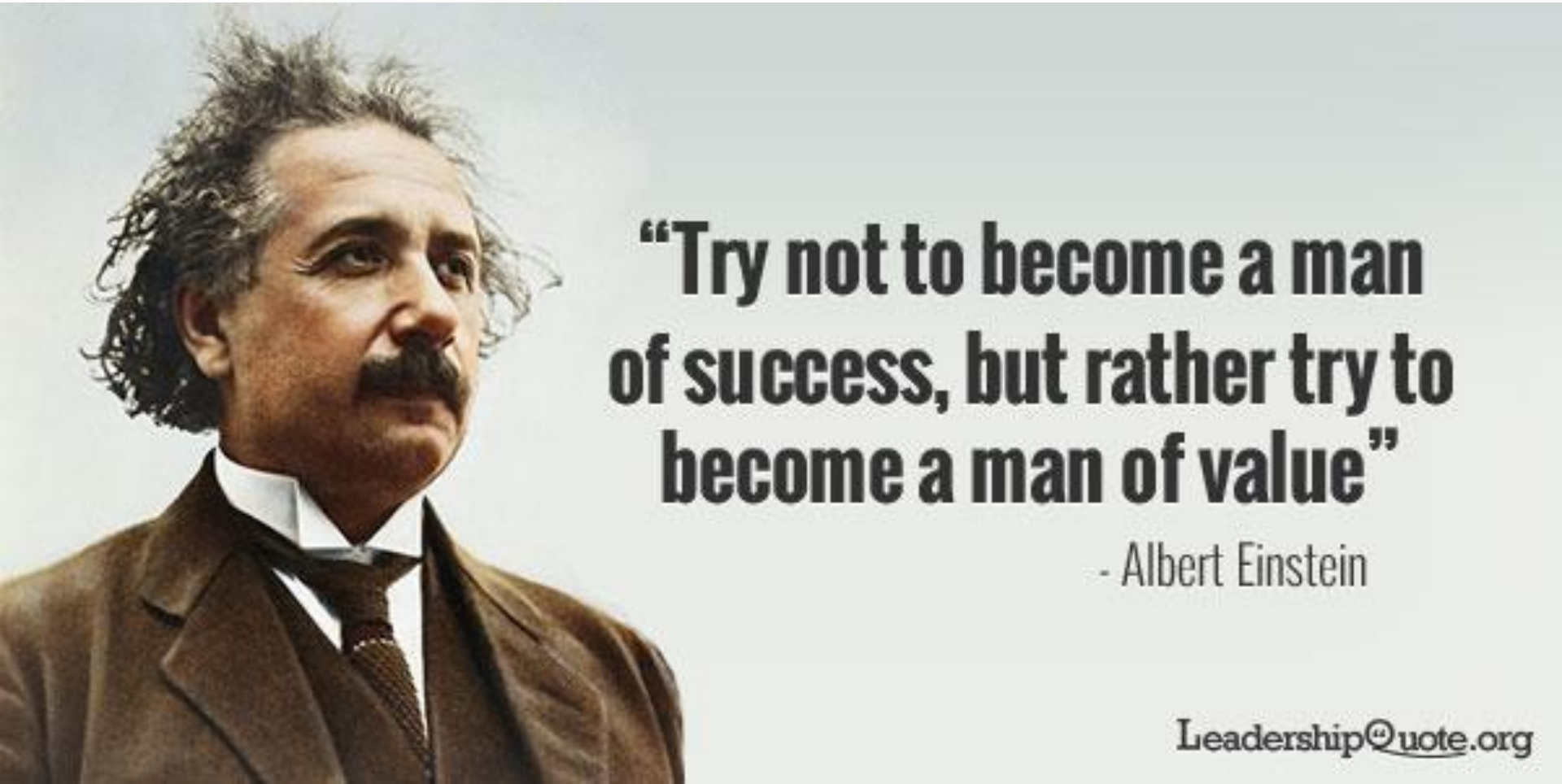

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Strategic Direction #1

Enhance the Value, Awareness, Reputation of and Access to ADR Services

Strategies (4)

Forge Strategic Partnerships with Government, Courts, Schools, Businesses and other Associations to support ADRIA members in working, teaching and coaching in the ADR field.

Increase the value of ADRIA membership to ADR Professionals and industry leaders.

Develop and implement a roster development plan with defined deliverables.

Strengthen our Partnerships with ADRIC and other ADR organizations to promote the practice of ADR

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Strategic Direction #1

Enhance the Value, Awareness, Reputation of and Access to ADR Services

Strategies (4)

Forge Strategic Partnerships with Government, Courts, Schools, Businesses and other Associations to support ADRIA members in working, teaching and coaching in the ADR field.

Courts, Muni Affairs, AER, Courts, RFJS, Task Force, PHBI, COE, MRU, ADR NFPs

Increase the value of ADRIA membership to ADR Professionals and industry leaders.

ADR NFPs, PHBI, COE, Corporate membership $ target <u>not</u> achieved

Develop and implement a roster development plan with defined deliverables.

BBB, COE discussions, but otherwise <u>not</u> achieved.

Strengthen our Partnerships with ADRIC and other ADR organizations to promote the practice of ADR

ADRIC, Regional Affiliates, ADR NPFs, MOU Policy/PMAST, ADR Networking events

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Strategic Direction #2

Strengthen our Profession

Strategies (5)

Continue to work with ADRIC to support development & delivery of National Mediation and Arbitration education programs for entry into the profession.

Develop Partnerships with universities and colleges to integrate ADDRIA accredited Appropriate Dispute Resolution courses into their Certificate and Degree programs.

Integrate ADRIA accredited ADR courses into college and university certificate, diploma and degree programs.

Increase partnerships with professional and industry associations to create and accredit ADR course for their Certificate programs that will lead to Q.Med. designations.

Promote the value of ADRIC designations with organizations and the public who access ADR services.

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Strategic Direction #2

Strengthen our Profession

Strategies (5)

Continue to work with ADRIC to support development & delivery of National Mediation and Arbitration education programs for entry into the profession.

Completed (yet ongoing)

Develop Partnerships with universities and colleges to integrate ADDRIA accredited Appropriate Dispute Resolution courses into their Certificate and Degree programs.

Not practical, RDC initiative drew no interest, places ADRIA at risk (short-term)

Integrate ADRIA accredited ADR courses into college and university certificate, diploma and degree programs.

Collaborative discussions with MacEwan, MRU, etc.

Increase partnerships with professional and industry associations to create and accredit ADR course for their Certificate programs that will lead to Q.Med. designations.

PHBI, HRIA, etc.

Promote the value of ADRIC designations with organizations and the public who access ADR services.

AER, Muni Affairs, COE, Courts, RFJS, etc.

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"Success is a lousy teacher. It seduces smart people into thinking they can't lose."

–Bill Gates

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Strategic Direction #3

Strengthen ADRIA as a membership organization

Strategies (4)

Increase access and value of designations to targeted groups to build membership.

Develop and implement a plan for increasing ADRIA's profile ~~and service delivery in centres with a high percentage of ADR professionals who are not members of ADRIA~~.

Develop and implement a plan to attract ADR professionals/practitioners who are not members of ADRIA.

Increase ADRIA membership across Alberta.

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Membership

	Full Members	Associate Members	Total Members
End-November 2014	363	148	511
BoD Meeting Sep 2014	352	157	509
BoD Meeting June 2014	341	143	484
AGM May 2014	338	145	483
End-2013	328	151	479
End-2012	329	102	431
ADRIA start (Sep 2012)	311	92	403
AAMS (May 2012)	354	113	467
AAMS (May 2011)	333	104	437
North/South June 2014			
Calgary & South	46%	40%	44%
Edm, Central & North	51%	57%	53%
Out-of-province	3%	3%	3%
ADRIA High (Nov 2014)	363	148	511
ADRIA Low (Jan 2013)	323	114	437
Previous 5-year high (Apr 2010)	355	151	506
5-year low (Sep 2012)	311	92	403

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Strategic Direction #3

Strengthen ADRIA as a membership organization

Strategies (4)

Increase access and value of designations to targeted groups to build membership.

HR, PHBI, AFMS, PMAST, etc.

Develop and implement a plan for increasing ADRIA's profile ~~and service delivery in centres with a high percentage of ADR professionals who are not members of ADRIA~~.

Networking, Conferences, Collaboration, Partnerships

Develop and implement a plan to attract ADR professionals/practitioners who are not members of ADRIA.

ADRIA Marketing Plan and materials, ADRIC Committee work

Increase ADRIA membership across Alberta.

Ongoing success

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SUCCESS

IS THE SUM OF SMALL EFFORTS,

REPEATED

DAY IN DAY OUT

Robert Collier (1885-1950)

InspirationBoost.com

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Strategic Direction #4

Strengthen the long-term viability of ADRIA as an organization

Strategies (2)

Develop and implement a mid- to long-term revenue stream strategy and targets for ADRIA ~~founded on 1-3 above~~.

Develop and implement an effective mid-term organizational structure and human resources plan that aligns with 1-3 above.

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Strategic Direction #4

Strengthen the long-term viability of ADRIA as an organization

Strategies (2)

Develop and implement a mid- to long-term revenue stream strategy and targets for ADRIA ~~founded on 1-3 above~~.

Strategic Planning, Budget Process, Communications & Marketing Plan

Develop and implement an effective mid-term organizational structure and human resources plan that aligns with 1-3 above.

Completed, but must explore contractor/employee issue

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Budget 2015

The 2015 ADRIA Budget has been prepared for Board consideration.
There are two documents to consider:

The 2015 Budget – a minimal break-even budget that reflects only minimal success
A more optimistic 2015 forecast, projecting realistic growth in several revenue streams

Budget for Stability, but Plan for Success!

The 2015 budget includes the following features:

Prepared on time
Realistic outlook
Organized along ADRIA's Business lines
Easier to read and understand
Compliant with ADRIA Policies and Bylaws
Staff costs that are distributed along ADRIA's business lines
A reduced General Expense category that is NOT YET distributed along business lines
A Governance component, that includes the AGM
Continued delivery of Certificate and Professional Development training
Growth in several key revenue streams (Select & Appoint, Corporate Memberships, etc)
Money for PDev and Networking activities
Money for IT support and development

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Other indicators

- Harmonious office environment
- Excellent Board/ED/Staff relations
- Fully Staffed
- Leading role in ADRIC
- Collaborative and Inclusive Attitude
- Management of Legacy issues

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Continued Weaknesses

- Website & Technology
- Delayed Business Lines
- ADRIC course struggles
- Professional Development Training
- Lack of a Calgary presence

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There are two rules for success:
1. Never tell everything you know.

Roger H. Lincoln

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THE SECRET TO SUCCESS IS TO OFFEND THE GREATEST NUMBER OF PEOPLE.

At age 4 success is not peeing in your pants.
At age 12 success is having friends.
At age 16 success is having a drivers license.
At age 20 success is having sex.
At age 35 success is having money.
At age 50 success is having money.
At age 60 success is having sex.
At age 70 success is having a drivers license.
At age 75 success is having friends.
At age 80 success is not peeing in your pants.

GEORGE BERNARD SHAW

QuotePixel.com

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Have a wonderful Christmas!

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The only place
where success
comes before
work is in the
dictionary.

Donald Kendall

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Strategic Directions (Goals)

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From this, can we devise Strategies that are not constrained be a single Goal?

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A Restructured Strategic Plan

Strategies unconstrained by a single Strategic Direction (Goal)

Individual Strategies can support multiple Goals

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A Restructured Strategic Plan

NOTE TO BOARD MEMBERS: ***The next step in the BOARD strategic planning process*** *is to review our Strategic Directions(SD) and Strategies. This proposed new format shows how each strategy can support more than 1 Strategic Direction vs. separating each strategy for each Direction .* ***The following updated Strategies*** *have been developed by Paul, in consultation with Staff . (Our current strategies are noted at the bottom of this document- so you can compare) Please review and bring your ideas to the December 13th meeting . As part of this, please consider* ***how the strategies LEVERAGE ADRIA's Strengths, and Opportunities and OVERCOME Weaknesses & Threats (See Rick Moyes notes from our September Strategic Planning Session - on Board Suite)***

STRATEGIES	Strategic Directions	1 Enhance the value, awareness, reputation of and access to ADR services.	2 Strengthen our Profession.	3 Strengthen ADRIA as a membership organization.	4 Strengthen the long term sustainability of ADRIA as an organization.	OUTCOME ? PRIORITIES ?	2015 Priority	2015 as able	2016 & later
1. Increase ADRIA's Profile by Forging Strategic Partnerships		✓			✓				
2. Increase the Value of ADRIA/ADRIC Membership to Practising ADR Professionals		✓	✓	✓	✓				
3. ~~Promote High Standards and ADRIA Membership by~~ Engaging New ADR Practitioners			✓	✓	✓				
4. Promote ADR Training and the Q. Designations to Key Professions as a Valuable Secondary Qualification		✓		✓	✓				
5. ~~Lead~~ Provide Leadership to Strengthen Alberta's ADR Community		✓			✓				
6. Promote ADR Awareness within the General Public, Government and Business Sectors		✓			✓				
7. Promote Chartered Designations			✓	✓	✓				
8. Maximize the Potential of Technology					✓				
9. Develop New Revenue Streams					✓				
10. Adopt Best Business Practices					✓				

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Draft Strategies (unconstrained)

1. Increase ADRIA's profile by Forging Strategic Partnerships.
2. Increase the Value of ADRIA/ADRIC Membership to Practising ADR Professionals.
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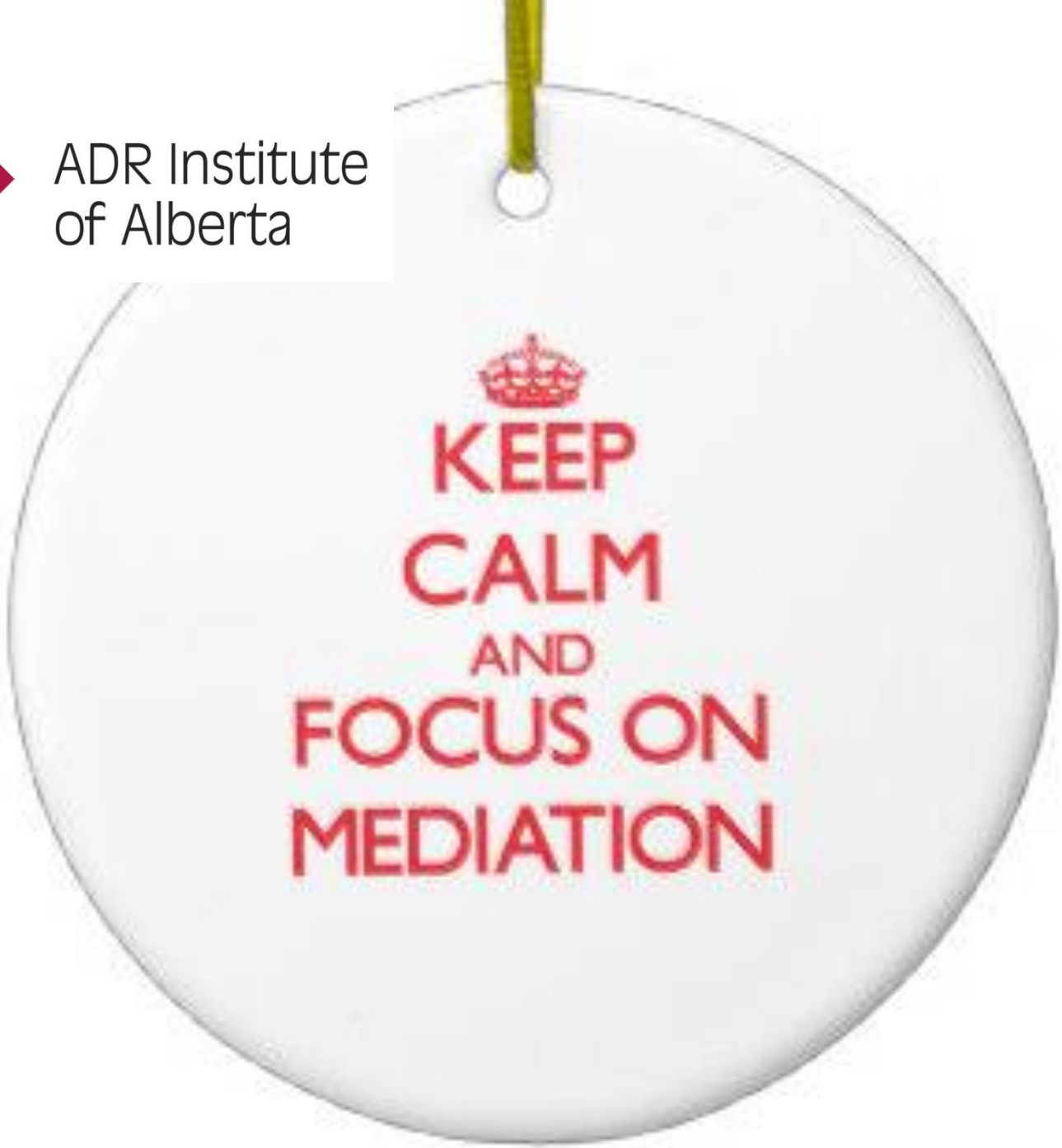

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