

CASE STUDY: PROCESS IMPROVEMENT

West Suburban Access News Association – Strategic Planning

About the West Suburban Access News Association

The West Suburban Access News Association (WSANA) is an online presence dedicated to providing information and educational resources to help people with disabilities live independently. Although the information is relevant and available to people throughout the United States, the target audience lives in Cook County, Illinois.

Problem

WSANA was a relatively young organization with community members new to the Board. The Board wanted to define a clear business mission and vision; they also wanted to develop a strategic business plan, with one, three and five year projections.

Solution

Over a three month period of time, TNI Consultants LLC

- met with association staff and the Board Chair to identify the planning process,
- prepared pre-retreat activities completed by individual staff and Board members,
- conducted an analysis of strengths, weaknesses, opportunities, threats to the association,
- collated staff / Board responses for use at the retreat, and
- facilitated two 4-hour interactive workshops over one month to define the association's mission, vision, core competencies, goals and objectives.

Results

TNI Consultants LLC worked with a Board subcommittee to generate a one-, three- and five-year strategic plan that became a living document to focus and guide the association.

Testimonial

"Terrie helped us think through everything we did and question whether or not we should continue doing it. She was always well-prepared and was very creative in implementing activities in what could otherwise have been a tedious planning process!" *Barbara Uniek, Board Member, West Suburban Access News Association*