



McKNIGHT BRAIN
RESEARCH FOUNDATION

Preserving memory, enhancing life

Strategic Plan Development Session

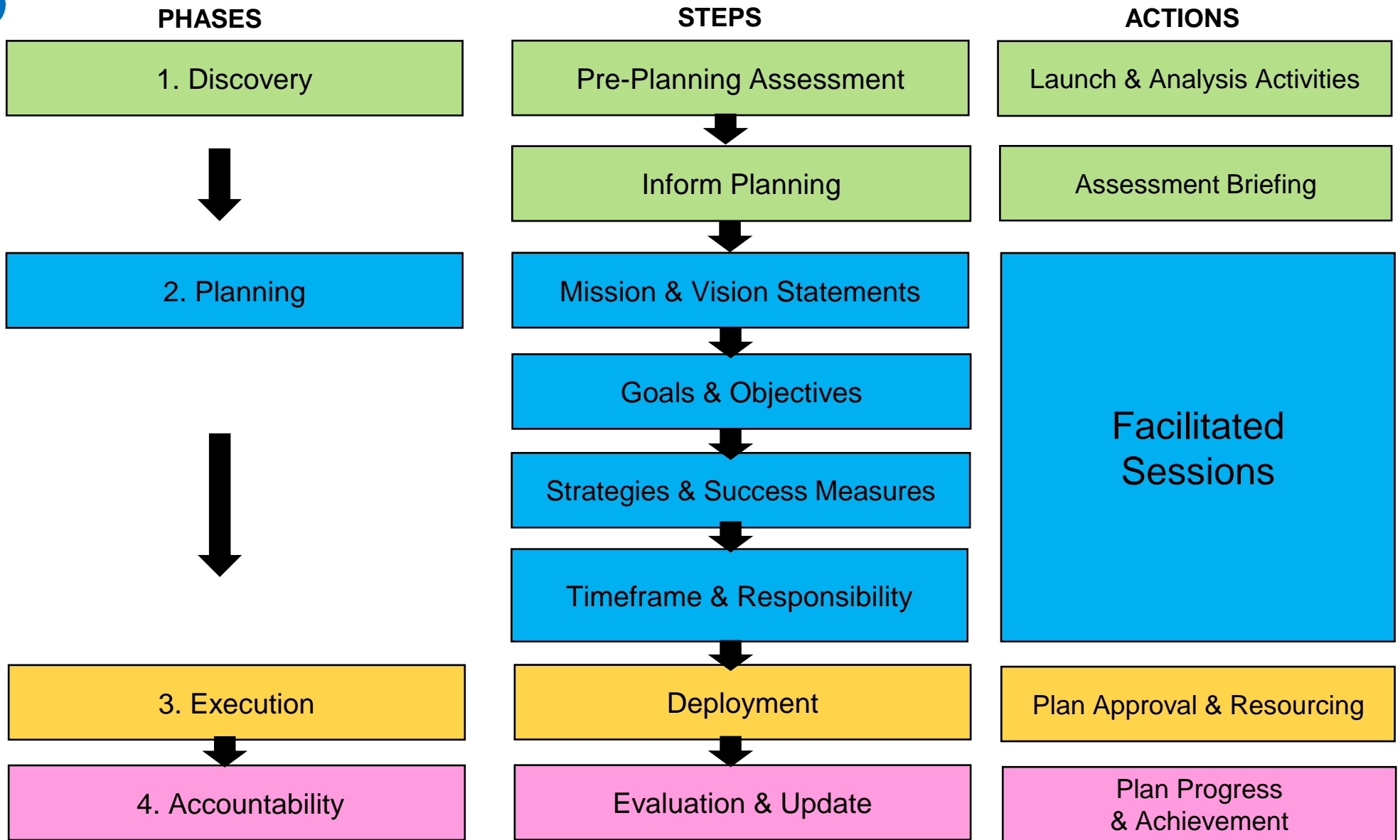
October 23, 2023

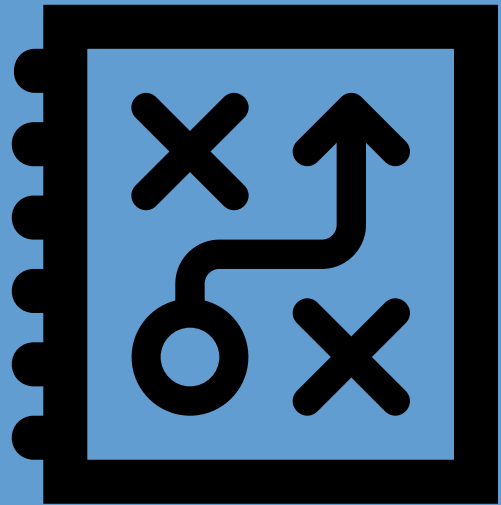
Group Victory

SESSION AGENDA

- Welcome, Introductions & Objective
- Strategic Planning Process & Deliverable
- Pre-Planning Assessment Findings
- Strategic Plan Development & Finalization
 - *BRG Communications Presentation*
- Strategic Plan Approval
- Other Business, Next Steps & Adjourn

STRATEGIC PLANNING PROCESS





STRATEGIC PLAN DELIVERABLE



Strategic Plan Duration

2024 - 2026

MISSION	VISION	CORE VALUES & GUIDING PRINCIPLES
Core Purpose	Aspiration	Fundamental Beliefs
The Cause / The Why	Desired Position / Optimal Status	Traits, Attributes, Qualities
What is to be Done & Accomplished	What is Pursued	Practice Standards
Present Action	Future Aim / Future State	Priorities
The Path to Performance	An Inspiration / Motivation	Identity / Brand
Reason for Existence	The Ideal	Unique Strength
An Action that Produces an Impact through a Means	Distinct Ambition	Authenticity

GOALS	OBJECTIVES	STRATEGIES
Purpose of Effort	Targeted & Measurable Effort	Tactics & Methods
Results Aiming For	Means To Result & Outcome	Actions / Action Steps
Desired Outcome	Supports Goal Attainment	Drive Objective Achievement
Broad / Encompassing	More Narrow	Specific Tasks
Longer Term	Mid Term	Shorter Duration
SMART = Specific, Measurable, Attainable, Relevant, Timed		

SUCCESS MEASURES

Deliverables, work products, outputs, outcomes, and/or metrics that demonstrate and/or result from strategy completion

Can contain actual values, numbers, and/or percentages

Not a requirement as some strategies do not lend themselves to quantitative data

RESPONSIBILITY ENTITIES

- Executive Director
- Corporate Trustee
- Foundation Chair
- Senior Communications Advisor
- Communications Consultation Firm (BRG)
- Any Committee / Committee Chair (*Research, Education, Communication, Membership/Governance, Finance*)
- Brain Institutes' Leadership Council

PRE-PLANNING



ASSESSMENT

SECONDARY DATA ANALYSIS

- Prior Strategic Plan (2014 - 2017)
- Foundation Trust Agreement
- 2023 Foundation Orientation Book
- 2022 Brain Institutes Annual Reports
- Education Landscape Analysis & Associated Documents
- BRG Communications Assessment Brief

STRATEGIC PLAN PRIORITIES

- Clear, Succinct & Crystallized Mission
- Clear & Succinct Vision
- Operational Strategic Plan
- Assigned Responsibility & Benchmarks
- Set Direction (*Roadmaps*) & Adherence
- Promotion of Innovation & Creativity
- Tracked Performance

Key Findings: STRENGTHS

- Mission Dedication
- Healthy Cognitive Aging Niche
- Founding Trustees & Chair's Invaluable Work
- Qualified & Accomplished Trustees
- Committee Structure
- Finances & Financial Stewardship

Key Findings: STRENGTHS

- Brain Institutes
- Existing Partnerships & Matching Awards
- Highly Motivated & Full-time Executive Director
- Thoughtfulness in Work & Growth
- Forward Thinking & Positive Direction
- Longevity

Key Findings: HISTORY

- Accomplishments of Single Founding Trustee
- Trustees' Driven & Administered History
- Increase in Board of Trustees Membership
- Addition of Full-time Executive Director
- Interest Beyond Research Agenda
- Solid Foundation with Evolving Needs

Key Findings: PRIORITIES

- Research - Greatest Investment (*Research Foundation*)
- Education - Increased Investment (*Aligned with Communication*)
- Communication - Increased Investment (*Aligned With Education*)
- Health Promotion Focus not Disease-based Approach
- Ensure Return on Investment in All Efforts
- Visible, Distinct, Reputable, National, Cutting Edge, Go To Thought Leader

Key Findings: EDUCATION & COMMUNICATION

- Education = Product (*What*)
- Communication = Vehicle (*How*)
- Education & Communication - Interrelated / Intertwined (*Need to be Integrated & Messaging needs to be consistent*)
- Education & Communication Informed by Consulting Firm's Work
- Don't Replicate Existing Efforts / Leverage Unique Brand & Partnerships
- Promote Brand, Mission & Outcomes / Ensure ROI Measurement

Key Findings: TARGET AUDIENCES

- General Public / Consumers / End Users
- Primary Care Practitioners / Health Providers
- Researchers

Key Findings: BRAIN INSTITUTES

- Get More from Institutes, Relationship & Collaboration
- Recognition, Visibility & Co-Branding
- Application of Research / Translational Science
- Impact & Dissemination of Studies
- Standard Reporting Format / ROI Measurement
- Role in Education & Communication

Key Findings: TRUSTEES

- Demanding Workload
- More Governance Focus (*Macro rather than Micro*)
- Lead Work - Less Operations Role & Dependency
- Role Clarity, Labor Division & Complementary Duties with Staff
- Increase Process & Decision-making Efficiency
- Board of Trustees Diversity, Expansion & Succession

Key Findings: EXECUTIVE DIRECTOR

- Better Use of Staff Position
- Clearer Direction for Operations
- Leverage Executive Director's Talent
- Empower Executive Director / Set up for Success
- Leverage Contractors

QUESTIONS



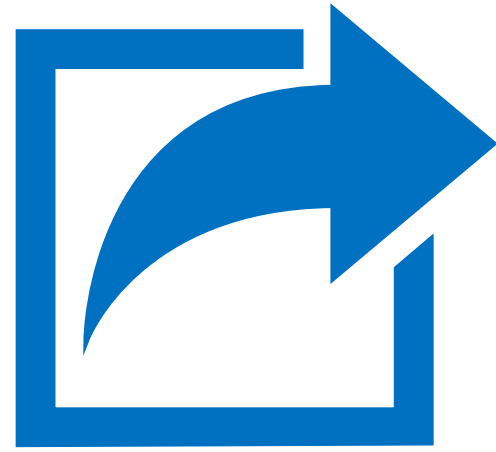
COMMENTS

**2024 - 2026
STRATEGIC
PLAN
DEVELOPMENT**



Pre-Planning Assessment ↔ Core Strategic Planning Team ↔ BRG Communications' Work

OTHER BUSINESS



NEXT STEPS

ADJOURN



THANK YOU!

ENJOY A WONDERFUL WEEK!