

ACBL Strategy Maps

Strategy Maps

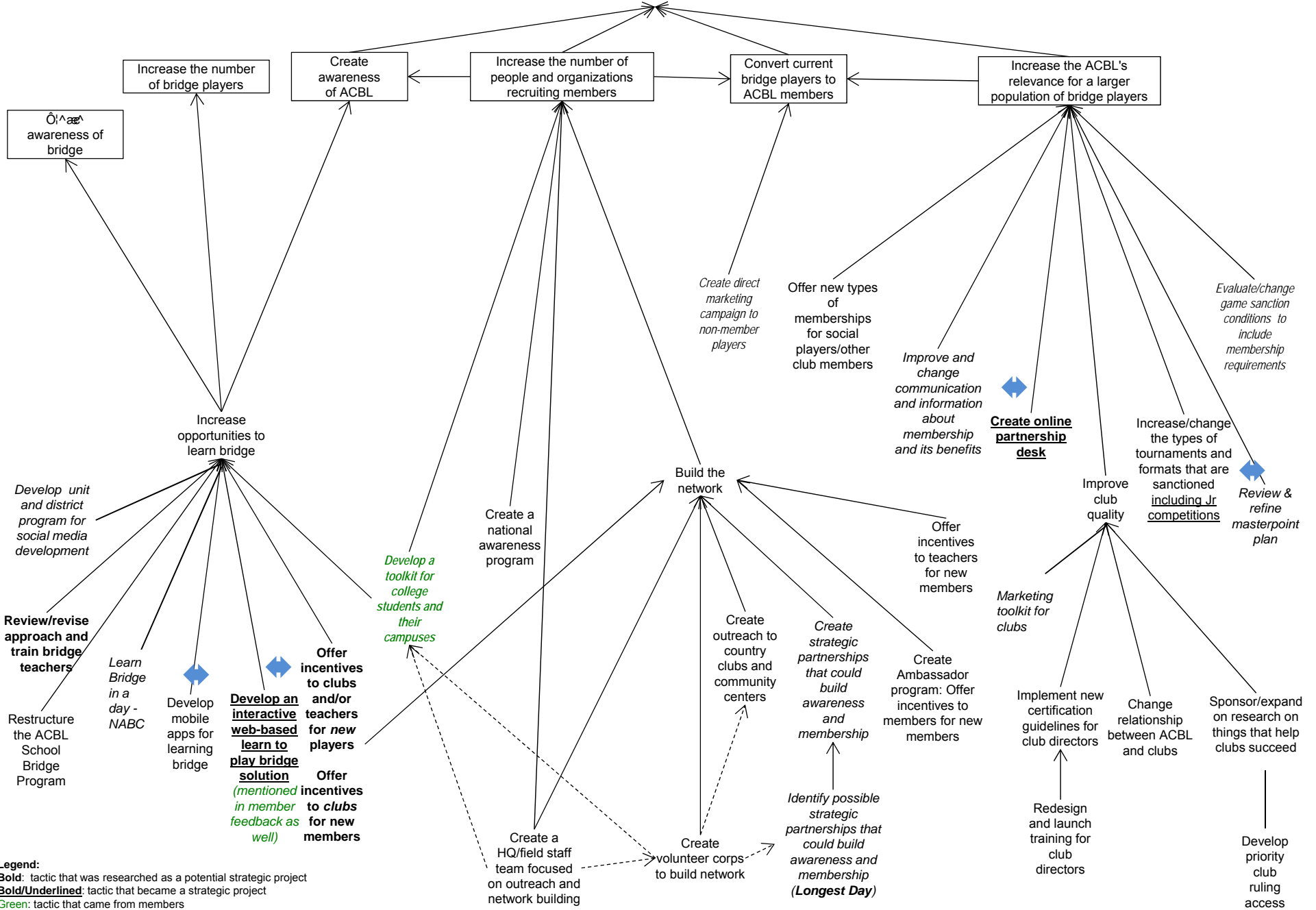
Strategy maps show our view of possible **strategic tactics** for each of the five focus areas, along with work that could be required to enable other tactics. The maps show relationships and dependencies among tactics.

The strategic tactics are culled from ideas that come from ACBL members, Board of Directors and staff in support of our five strategic focus areas.

Each strategy map shows the **strategic goals** associated with each strategic focus area. These goals represent our view of necessary achievements within each focus area.

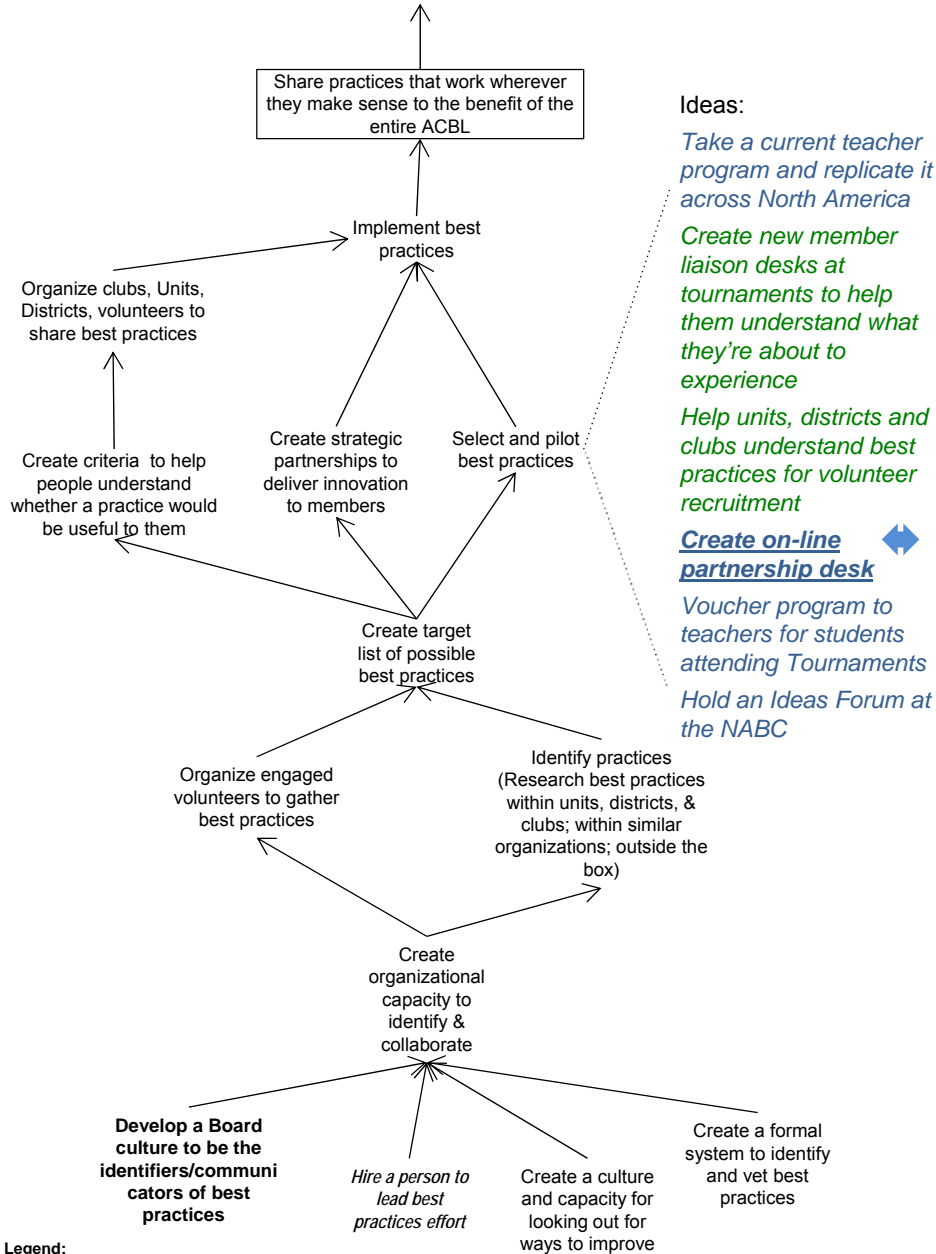
These maps give a full view of the possible work of the organization over many years in order to achieve our Vision. As we move forward, we maintain the maps, and use them to create our annual strategic work plans.

FOCUS AREA: Develop & implement focused programs for member recruitment



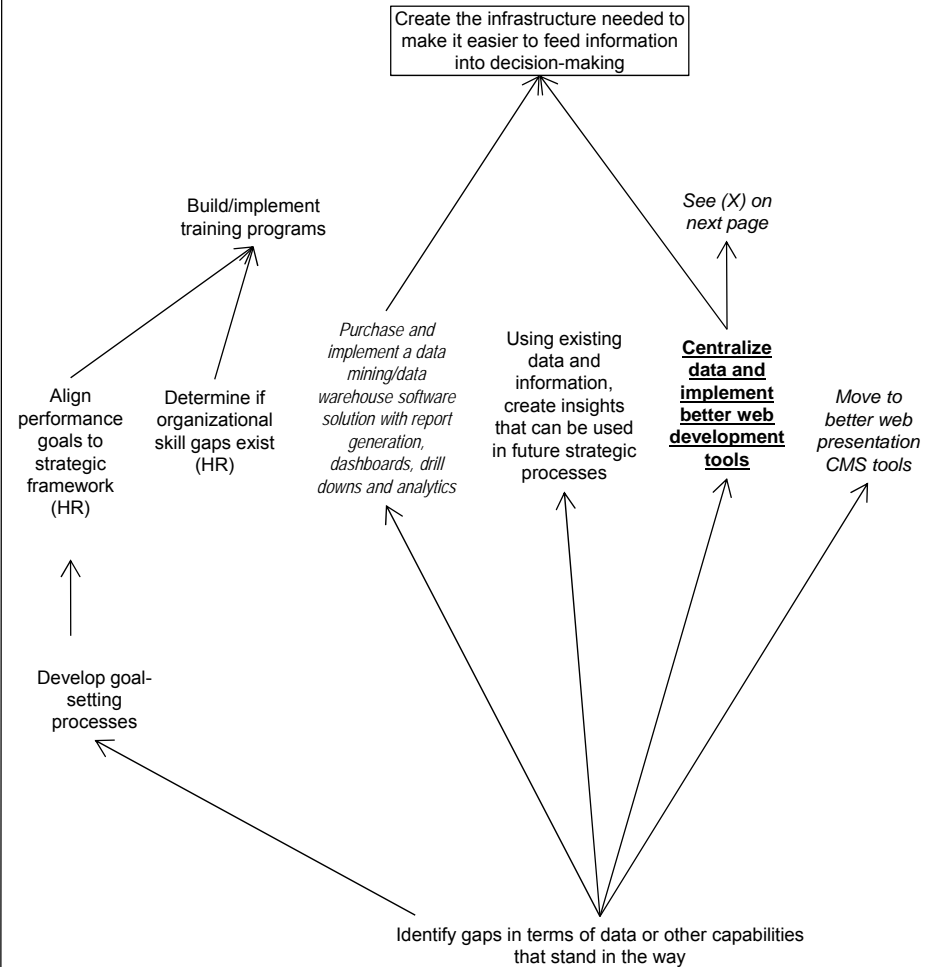
Legend:
Bold: tactic that was researched as a potential strategic project
Bold/Underlined: tactic that became a strategic project
Green: tactic that came from members
 Double-sided arrow icon: tactic shows up on multiple pages
Italics - project worked on by staff/BoD

FOCUS AREA: Identify & replicate best practices & innovations

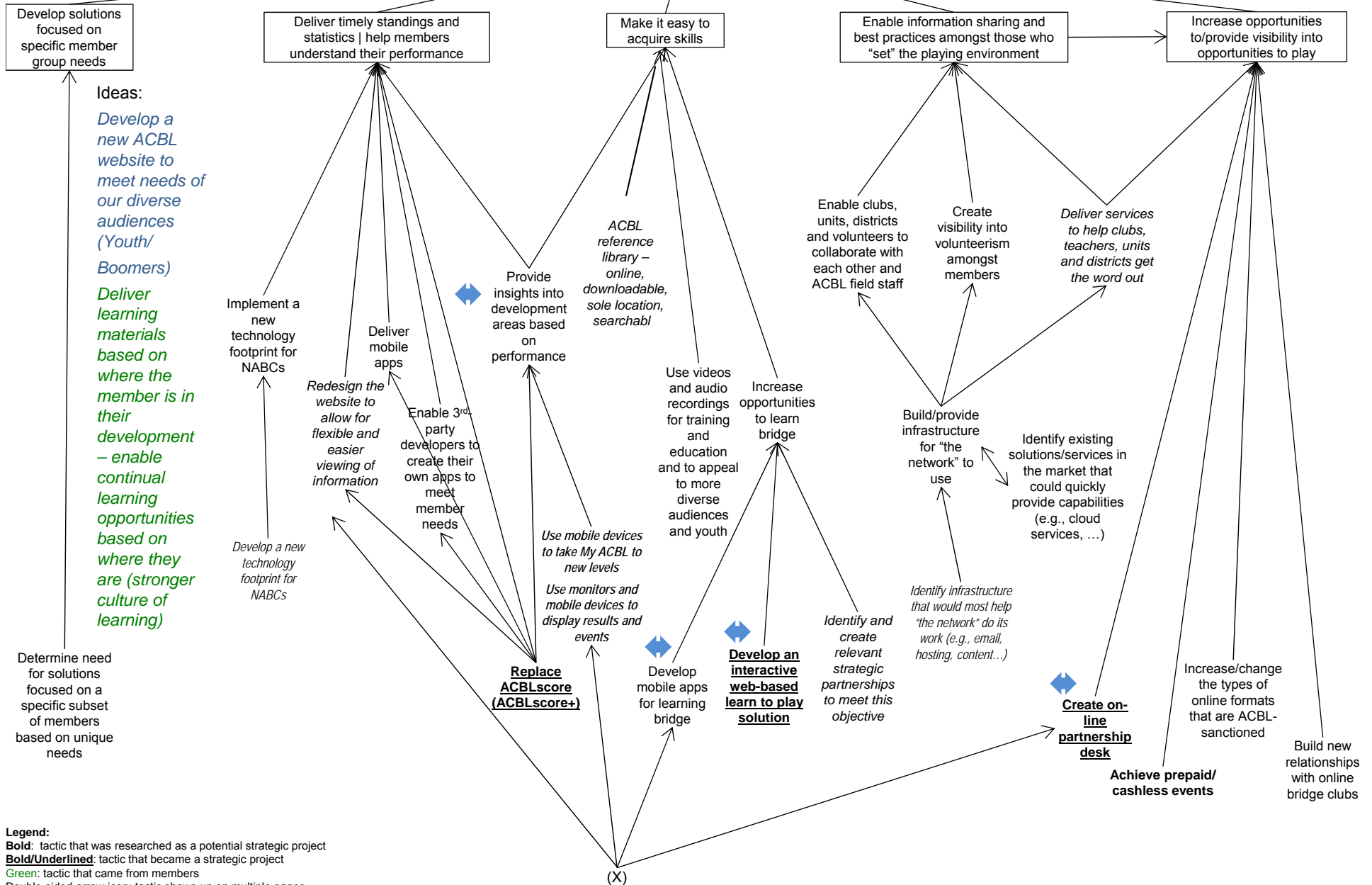


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ENABLERS/FOUNDATIONS FOR STRATEGIC FOCUS AREAS: Organizational readiness/related activities

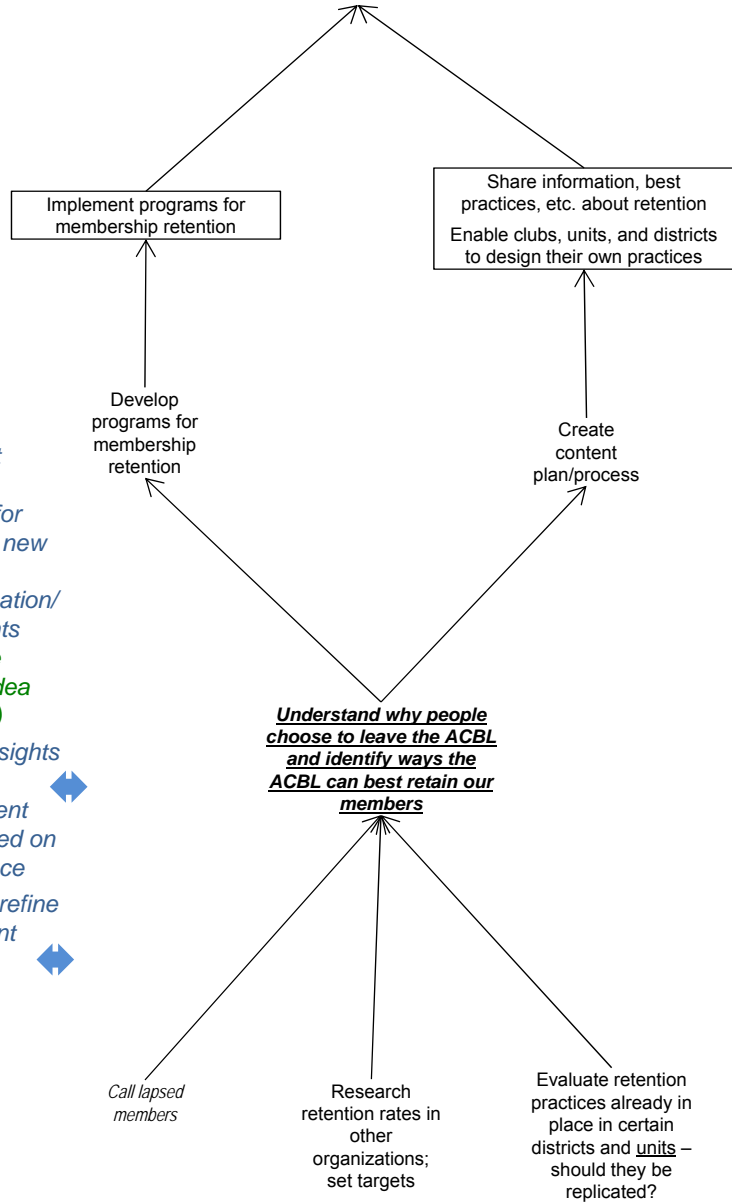


FOCUS AREA: Integrate technology to meet member needs



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FOCUS AREA: Retain more members



Ideas:
Develop/implement improved practices for managing new member communication/ touch points (also have member idea about this)
Provide insights into development areas based on performance ↔
Review & refine Masterpoint Plan ↔

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FOCUS AREA: Provide top-quality directing at tournaments

