



FOR MORE INFORMATION NADO STRATEGIC VISIONING AND PLANNING

The NADO scenario-based Think-Tank workshop was conducted on June 2 & 4, 2018, and included NADO Board Members and staff. Approximately sixty people attended this all-day Think Tank. The Think Tank was intended to build coherency around a sustainable strategic plan that will guide the organization and foundation over the next five years and beyond. The scenario narratives and descriptions were developed by the participants, and the axis reflects the themes generated through research and Pre-Think Tank surveys.

Additional engagement with NADO membership will take place at the 2018 Annual Training Conference in October, including a broadly distributed in-depth member survey to further explore these plausible futures.

For more information about the scenario planning process and outcomes, please contact:

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To get involved, please go to <http://lab.future-iq.com/nado-strategic-visioning-and-planning-project/> and follow this project.

NADO STRATEGIC VISIONING AND PLANNING

This scenario planning work was conducted as part of the strategic planning project of the National Association of Development Organizations (NADO) to create a five-year strategic plan for the organization and its foundation. NADO currently does not have a strategic plan in place and the Board of Directors and Executive Committee are using this opportunity to reassess the vision and future direction of the organization.

The strategic planning process aims to provide responses to the following questions:

- What should NADO become?
- How does NADO ensure that planning for the future will incorporate the goals and diversity of stakeholders served?
- How will stakeholder preferences fit into this vision?
- How should funds be invested and leveraged to build resiliency for NADO?

The initiative is enabling NADO stakeholders and membership to tackle these questions in an engaging and thought-provoking manner. Preliminary big ideas developed by the Think Tank participants include the following six strategic priorities:

1. Create new partnerships
2. Membership base
3. Staff and organization capacity
4. Expanding foundation dollars
5. Advocacy and networking
6. Institutional innovation



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SCENARIOS OF THE FUTURE

VIEWS OF THE FUTURE - 2030



SCENARIO A – MORE WITH LESS

NADO assumes a leadership role in convening innovative programs and forums for its members. Continued reliance on federal grants and a limited membership base creates a challenging funding environment restricting the ability of NADO to take on additional staff to support new programs and research projects. The organization relies on its members to provide input on program topics pertaining to regional economic development. NADO builds its already strong reputation by becoming more of a specialty issue advocacy organization focused on serving the immediate needs of its membership.



SCENARIO D – STATUS QUO WITH CHANGE

NADO continues to focus on the immediate needs of existing membership and relies on current funding streams to support its advocacy and lobbying efforts. The organization maintains its exemplary relationship with Federal agencies and seeks to partner with other organizations to increase the effectiveness of its advocacy efforts. The restricted funding environment limits NADO's capacity to provide innovative programming that would attract new members. Staff levels remain consistent and leadership adopts a fee-for-service approach to help pay for member services.



SCENARIO B – NADO²

NADO propels itself into an international leadership role in the field of economic development by convening national summits. A diversified funding stream including fee for service options increases monies available to hire new staff. NADO hires an innovation officer that leads efforts to forge new alliances with expanded partnerships and connections for potential programming. Additional organizational funding enhances NADO's ability to provide access to subject matter experts and cutting-edge technical assistance for its membership. Driven by its added capacity for innovative research and educational programming, NADO attracts new membership and stimulates emerging leadership. A concerted effort to market and brand the organization brings new recognition to NADO's strong advocacy and lobbying capacity.



SCENARIO C – COALITION FOR INNOVATION

NADO builds its strong focus on serving the economic development needs of its regional, and small-metro/rural membership through advocacy and lobbying efforts. A diversified funding stream allows the organization to expand these strengths by stepping into new policy areas and roles and by building new alliances and partnerships with outside groups. NADO leverages its networking capacities and provides innovative peer-to-peer educational opportunities and services. NADO adopts a fee-for-service approach to support services for its membership base.

