



# EDANL

ECONOMIC DEVELOPERS ASSOCIATION  
OF NEWFOUNDLAND AND LABRADOR

## The Next Two Years

A Strategic Plan for the 2017-2019 Board of the  
Economic Developers Association  
Of Newfoundland & Labrador

January 2018

## BACKGROUND

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On Thursday and Friday, December 14<sup>th</sup> and 15<sup>th</sup>, 2017, the Board of Directors for the Economic Developers Association of Newfoundland & Labrador (EDANL) attended a facilitated strategic planning session at the Double Ice Complex in the Town of Paradise.

This invaluable session allowed the board to have an undistracted focus on our organization and how we, as a newly elected Board, could focus our efforts for our two-year elected term. With significant challenges ahead for the province rooted in economic, demographic and social issues there was an mutual sense of urgency among the group that the expertise of skilled economic developers are required for the benefit of the residents, businesses and communities in Newfoundland and Labrador. With that sentiment as a strong motivator, we wanted to ensure that our term was as successful as it could possibly be and also put our organization on a firm foundation for future boards to build upon.

The facilitated strategic planning session followed a number of processes. All of which were core methods in the Technologies of Participation body of knowledge. They were:

### **The Historical Scan Method**

This was used for a thorough appreciative summary of the recent past that can be learned from. Current, past and founding board members of EDANL participated in this examination of our organization's past.

### **The Consensus Workshop Method**

This was used to gather all ideas for possible EDANL initiatives and looked at patterns among them that could be clustered for further thought and development.

### **The Focused Conversation Method**

This method was used a number of times through our process to create a common understanding of the issue being discussed and its implications to ensure that there was clarity on these topics by all Board members.

### **The Action Planning Process**

This was used to articulate the specific activities that the Board will commit in three months intervals as a firm basis to execute the nine (9) vision statements that were identified.

# VISION STATEMENTS

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The Board created short vision statements that reflected a shared vision that will guide the Association's activities over the next two years.

It was determined that all the statements could be worked on directly by the Board except one. It was agreed that the statement – ***EDANL is Recognized as the Experts in Economic Development*** - could only be achieved when the remaining eight vision statements had been proactively actioned and the various identified goals attained.

Goals were identified that could move the Association towards the Board's vision over the next two years.

- 1. EDANL Will Host A Successful Provincial Annual Conference That Provides Meaningful Training and Networking Opportunities.**
- 2. EDANL Will Recognize The Excellence In Economic Development In Newfoundland & Labrador.**
- 3. EDANL Will Support Regional/Provincial Collaboration Through The Urban Accord**
- 4. EDANL Will Provide High Quality Training, Professional Development and Engagement Opportunities**
- 5. EDANL Will Build A Strong, Connected & Vibrant Network.**
- 6. EDANL Will Build Strong Relationships With Stakeholders & Partners.**
- 7. EDANL Will Have Timely, Consistent & Effective Communication & Promotion**
- 8. EDANL Will Have A Sustainable Organizational Structure That Encourages Active Membership**

# ACTION PLANNING

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After determining the shared vision, the Board considered what we could achieve when considering our resources, environment and timing. Measurable accomplishments were broken down into tactical steps, resources required, and team leads that would work on the priorities in three month intervals throughout the remaining term.

## NEXT STEPS

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The Board has been working diligently on the next steps that stemmed from session.

### **Assign a Lead and Reminder Person for Each Vision Statement**

This was completed at the next Board meeting in January 2018.

### **Frequent Communication**

Regular communication is taking place digitally, utilizing a number of tools and we feel like we are making good progress. Phone calls and meetings occur when more in-depth discussion is required.

### **Build the Action Plan into the Agenda**

This was completed by the February Board meeting. A roundtable of updates on the Vision Statements is provided by Board members at the end of each meeting.

### **On-Going Action Item List**

This was completed by the April 2018 Board meeting. The Board is using a digital task/project management tool to both track and assign action items to the appropriate Board member. These tasks are generated from our Board meetings and related minutes thus ensuring, all important to-dos are not lost.

### **Ask For Help**

We have an open Board with a lot of dialogue taking place. This openness is creating an environment where it is easy for a Board member to ask for help to ensure deadlines are met and tasks completed.

### **Keep It Fun**

Keeping things fun and lighthearted make achieving individual tasks and large goals easier. The in-depth work of the Board is never dull and should never feel onerous. We're trying to create a culture and environment of efficiency and accomplishment where we can enjoy ourselves too. This is an on-going goal that will continue for the duration of the Board's term in office.

## LOOKING AHEAD

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As our mission, we aspire to enhance the professional competence of Economic Development practitioners and to advance economic development as a distinct, recognized, and self-governing profession. We encourage members to be engaged, share, and stay connected. Our membership is vital to the strength of the Association and we look forward to keeping the dialogue open and being attentive to the feedback and needs of our membership as we work towards our strategic vision and goals.