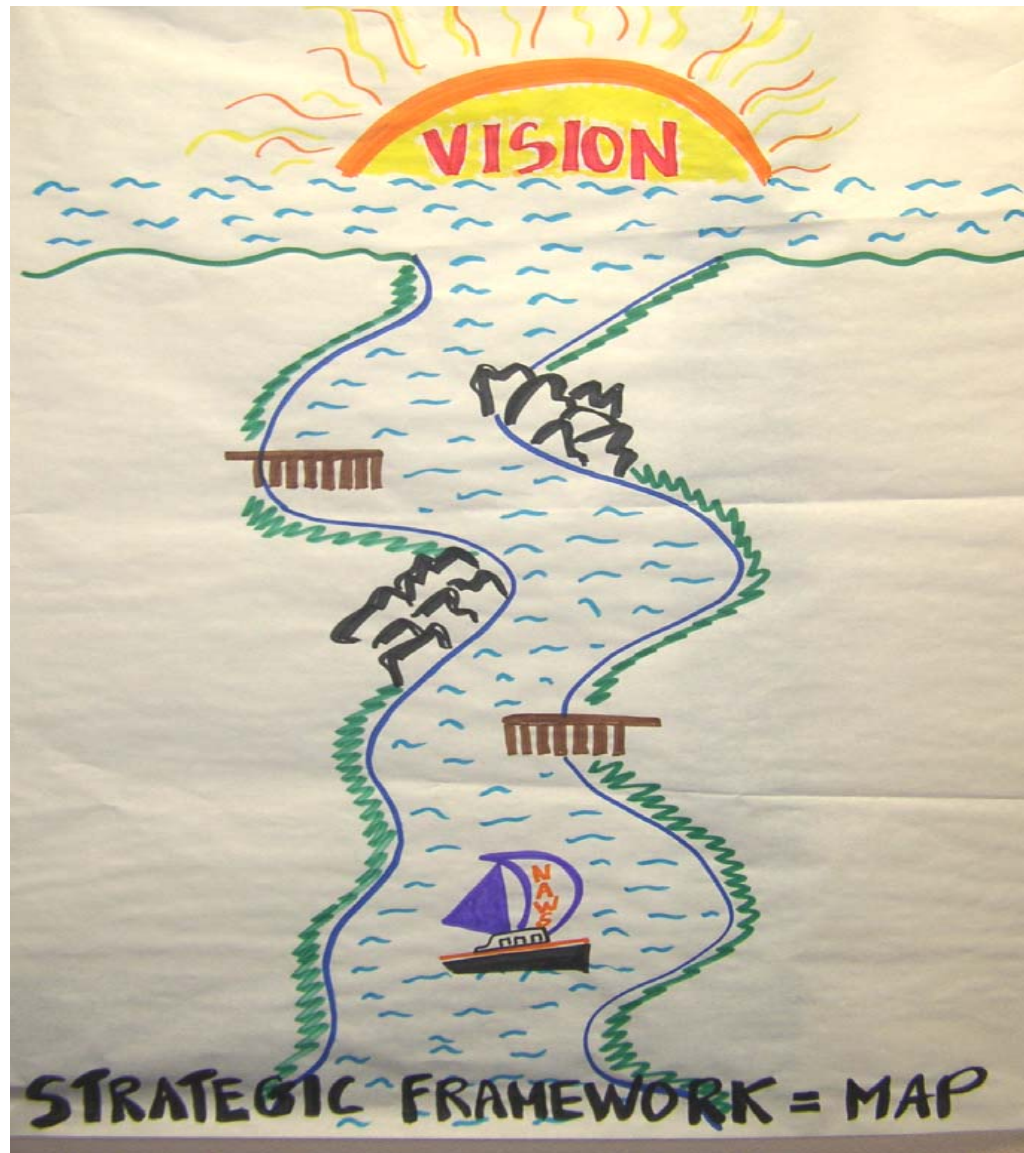
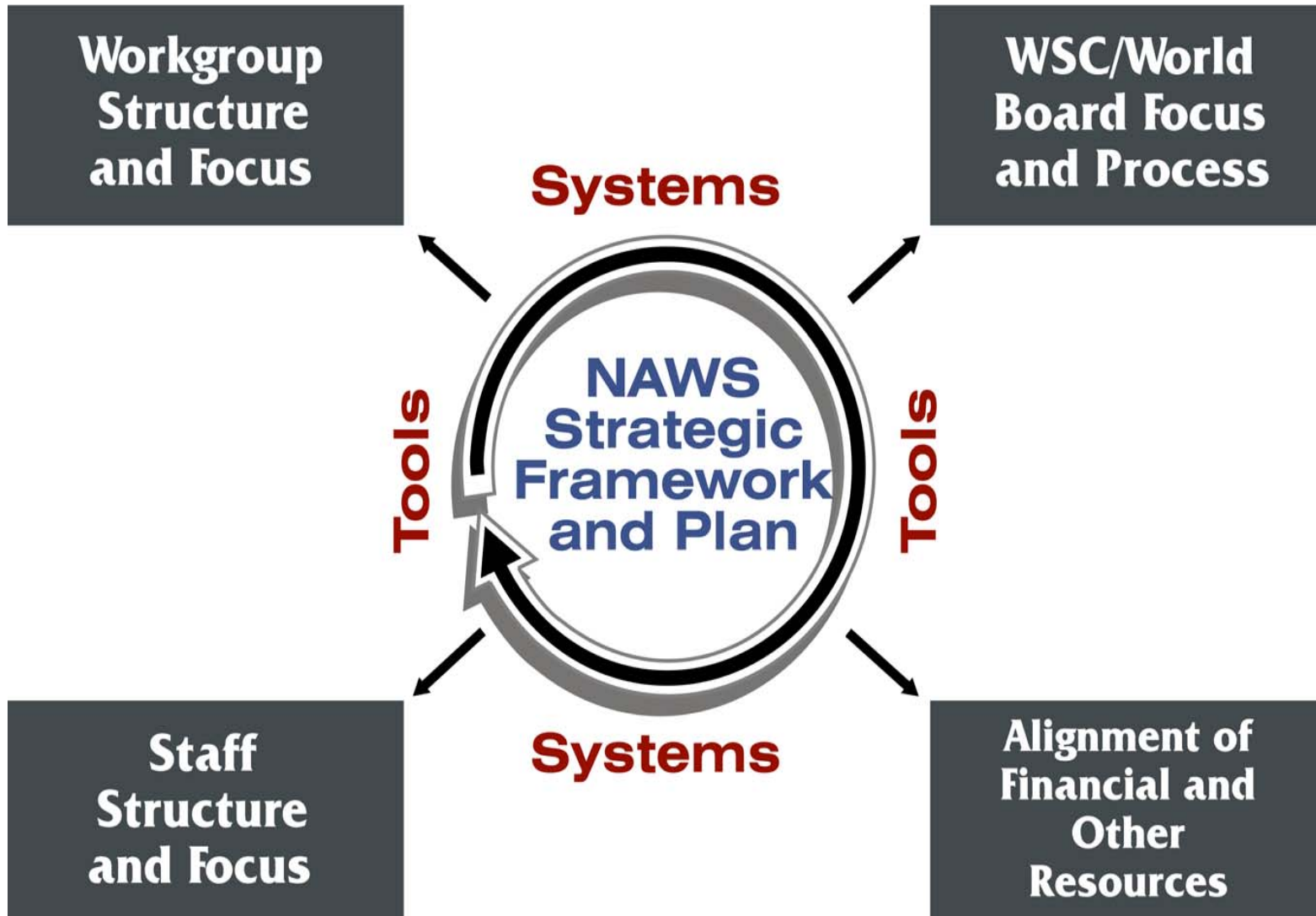


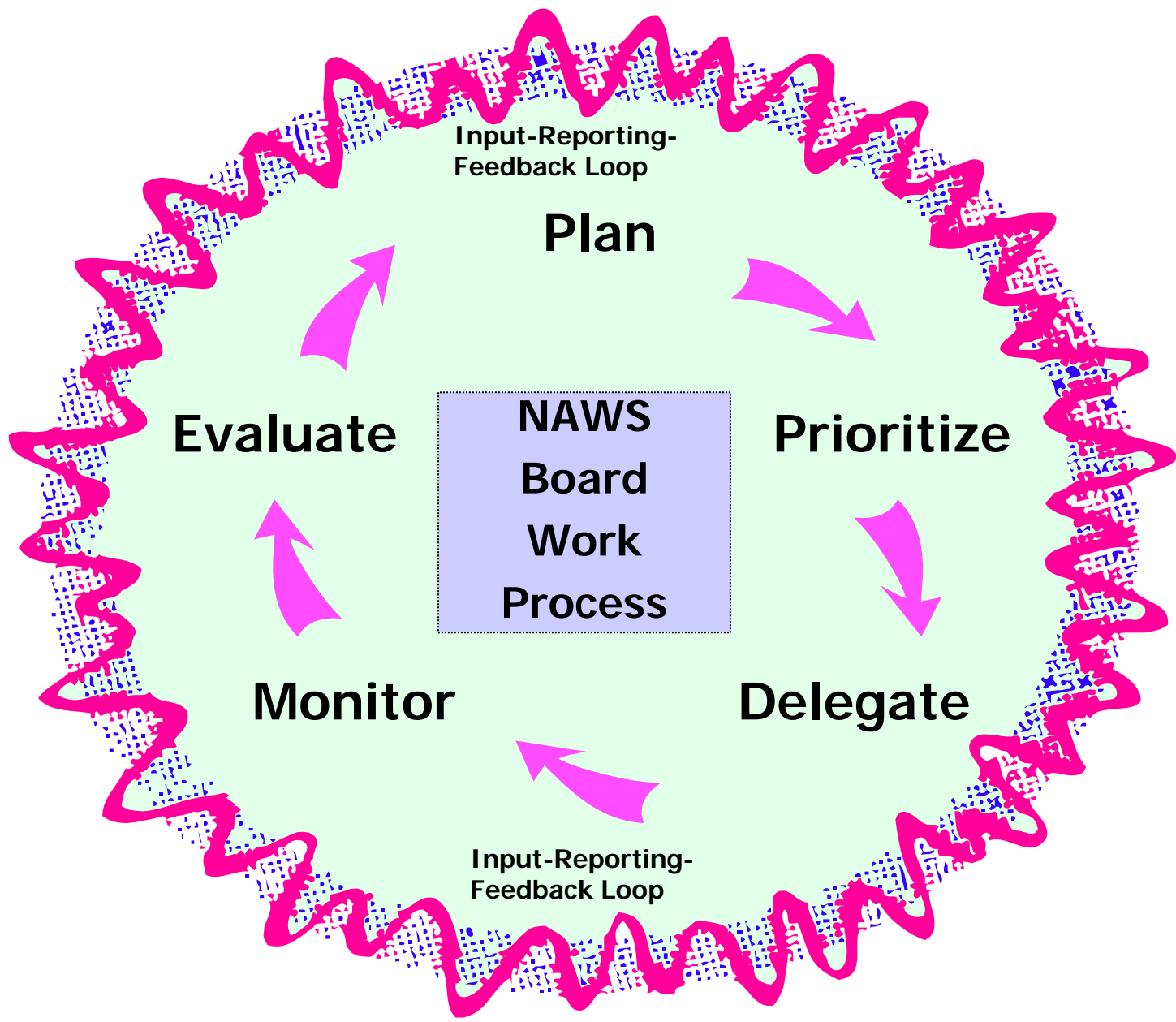


NAWS 2006-2008 Strategic Plan



Becoming Plan-Driven





NAWS Long-Term Goals

In a continuous effort to realize our vision,
NA World Services strives to achieve the following long-term goals:

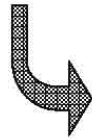
CONCERNING THE SERVICE WE PROVIDE	<ul style="list-style-type: none">◆ To be a trustworthy leader with the foresight to identify trends and issues affecting the fellowship and the ability to develop innovative solutions to address them.◆ To be a reliable resource for information about Narcotics Anonymous recovery and about access to our recovery process.◆ To represent the interests and concerns of Narcotics Anonymous and the issues that affect the fulfillment of our vision.◆ To create and deliver products and services that meet changing fellowship needs.◆ To foster a worldwide community of members with unity of purpose and a keen sense of mutual accountability and support.
CONCERNING HOW WE OPERATE	<ul style="list-style-type: none">◆ To build productive partnerships throughout NA to fulfill our vision: relationships with other components of the service structure and local communities, and between board and staff.◆ To build and sustain cooperative relationships with other organizations and entities that address issues of addiction in order to raise awareness of Narcotics Anonymous as a viable option for recovery.◆ To be a model of professionalism, setting high standards for service, efficiency in operations, and an unwavering focus on the needs of those we serve.◆ To be responsive and accessible, inviting involvement and dialogue, and ensuring efficient delivery of products and services.◆ To be an organization characterized by integrity and consistency, whose words and actions are driven by principles.◆ To be a sound organization with the structure and capacity, human and financial, to achieve our goals and priorities.

How do we get there?

OUR VISION



LONG-TERM GOALS



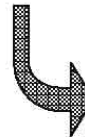
KEY RESULT AREAS



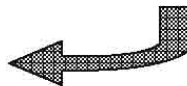
OBJECTIVES



APPROACHES



PROJECT PLANS



PRIORITIES

Key Result Areas

Service Objectives

- » Communication
- » Fellowship Support

Organizational Objectives

- » Leadership and Management
- » Resources

KRA: Communication

Objective 1: Identify, frame and better facilitate a dialog with members around current issues and NA philosophy.

Objective 2: Improve the effectiveness and efficiency of world service communication, using techniques that will resonate with diverse audiences.

Objective 3: Enhance perception of NA as a credible program of recovery through implementation of a PR strategy and strengthening of relationships with others with mutual interests.

KRA: Fellowship Support

Objective 4: Increase the effectiveness of the service structure at all levels by instilling a greater sense of purpose, plan, role, accountability and responsibility.

Objective 5: Help build and sustain all NA communities, recognizing their differing levels of development and need.

Objective 6: Make the NA message available and relevant to a widely diverse membership and potential membership.

KRA: Leadership & Management

Objective 7: Re-evaluate and refine the delivery (and follow-up) system for products and services to a global fellowship.

Objective 8: Cultivate, encourage, and support leaders for all levels of the service structure.

KRA: Resources

Objective 9: Ensure the long-term financial stability of NAWS, and the reliability of the income stream, in order to carry out priorities and service.

Objective 10: Raise awareness and a sense of responsibility on the part of the fellowship to adequately fund the cost of NAWS services.

Objective 11: Build and align the focus and capacity of staff to support identified priorities.

Small Groups



- Each table is assigned one KRA –
Communication, Fellowship Support, Resources, Leadership & Management
- What would it take to realize our vision in these areas?
- Write your ideas on the Post-it sheet

Small Groups



- Pass your Post-it to the next table
- Prioritize the ideas on this “new” list with the dots
- Report back to the large group

Conclusion

