

ADHD Coaches Organization Strategic Plan

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	Vision	Mission		
Vision & Mission (unchanged)	<p>Vision – We envision a world where ADHD coaches are known and highly prized, respected, and sought after for their ability to help clients achieve goals and realize their full potential; a world where every person living with ADHD knows about ADHD coaching, and can easily find and work with an ADHD coach who is a perfect match for their needs.</p>	<p>1) Support high professional and ethical standards for our profession.</p> <p>(2) Promote awareness of ADHD coaching and its value to people living with ADHD.</p> <p>(3) Provide up-to-date resources to our members.</p> <p>(4) Serve as an informational link about ADHD Coaching to the general public and other professionals working with people who are affected by ADHD.</p>		
Domain	Membership Growth and Sustainability	Promote the Effectiveness of ADHD Coaching	Professional Development and Education	Collaborative Relationships
Goal	<p>Increase membership and revenue in order to provide services and benefits to our members.</p>	<p>Increase the recognition of ADHD coaching as an effective component of multimodal care for individuals with ADHD.</p>	<p>Increase the knowledge and professionalism of ADHD Coaches by offering educational and networking opportunities.</p>	<p>Increase knowledge of ADHD Coaching and its value to industry partners and other membership organizations with similar interests.</p>
Objectives	<p>1.) Shift from a fully volunteer run organization to a volunteer led organization with staff to carry out operational objectives.</p> <p>2.) Develop a membership value proposition and clear list of membership benefits to market membership the the field.</p> <p>3.) Increase diversity of membership.</p> <p>4.) Foster and grow community in membership.</p> <p>5.) Create a productive working relationship with ADHD coaching schools to grow membership.</p>	<p>1.) Develop an evidence based content marketing plan to share the value of ADHD Coaching to build credibility.</p> <p>2.) Support and promote research on the effectiveness ADHD Coaching.</p>	<p>1.) Expand educational programming for members.</p> <p>2.) Explore creative opportunities to offer education and community to members.</p> <p>3.) Increase the knowledge and professional standards of ADHD Coaching through ACO.</p>	<p>1.) Establish regular dialogue to develop common goals with similar member organizations and explore collaborative approaches to achieve those goals.</p> <p>2.) Establish relationships with industry and investigate areas for collaboration and funding.</p>