2017 Tech & Social Media Hoshin Plan

			Move from Chair/Board-led to President-led strategic plan and operational plan.	Increase organizational members from 24 to 36 and individual membership from 169 to 254	Increase the MLC networking and learning opportunities by 15%	Move from current technology to best-practice platform with ability to adapt to change.			Host **6** Webinars 2018	**4.5** Average on 1-5 Scale on end of event surveys	FB - Host **6** 'LIVE' Events 2018	FB - Increase 28 Day Post engagement to **400** average	Create **4** Standard MLC Hashtags	Social Media Calendar Expanded to Twitter & Instagram	BOARD POLICY DEPLOYMENT TEAM RESOURCES P = Primary S = Secondary	Gerald Clarke	Betsy Williams	Dan Vermeesch	Rob Pease	Tony DeCaria	Holly Plaga	Lauren Stewart	Jeff Bankowski	Brian DeVries	Lucy Young	Theresa Coleman-Kaiser
					X	X		Boost activity on Social Media			X	X	X	X							S		P		
						X		Create an Event Host Site for all Events		X						P					S		S		
					X	X		Add Webinar Capabilities to Event offering	X												S		S		
			4	3	2	1																			
			O	O	O	O	1	The MLC will be recognized as the leading voice and the indispensable resource within the Michigan lean community																	

Tactical Initiatives

Initiatives Standard Work/Guidelines: 1) Min 1/Max 3 links to each Outcome 2) Consider resources 3) Linked to budget

2017 1-Year Outcomes

Outcomes Standard Work/Guidelines: 1) Min 1/Max 3 links to each strategy 2) Consider resources 3) Linked to budget

MISSION

Develop and support lean systems thinkers to positively transform Michigan.

Metrics to measure if improvements are successful or not

3-Year Strategic Plan Conditions (complete by 2020-12-31)

Strategic Conditions Standard Work/Guidelines: 1) Based on learning, Hoshin refreshed Annually 2) Maximum 3 (to expect >80% success) 3) Mission first!

START & GO AROUND