Bringing Clarity to Action:

From Mission to Strategy

NCSBN
Leading Regulatory Excellence

Our mission is our purpose

Our vision is our destination

Our values are our character

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Our strategy statement
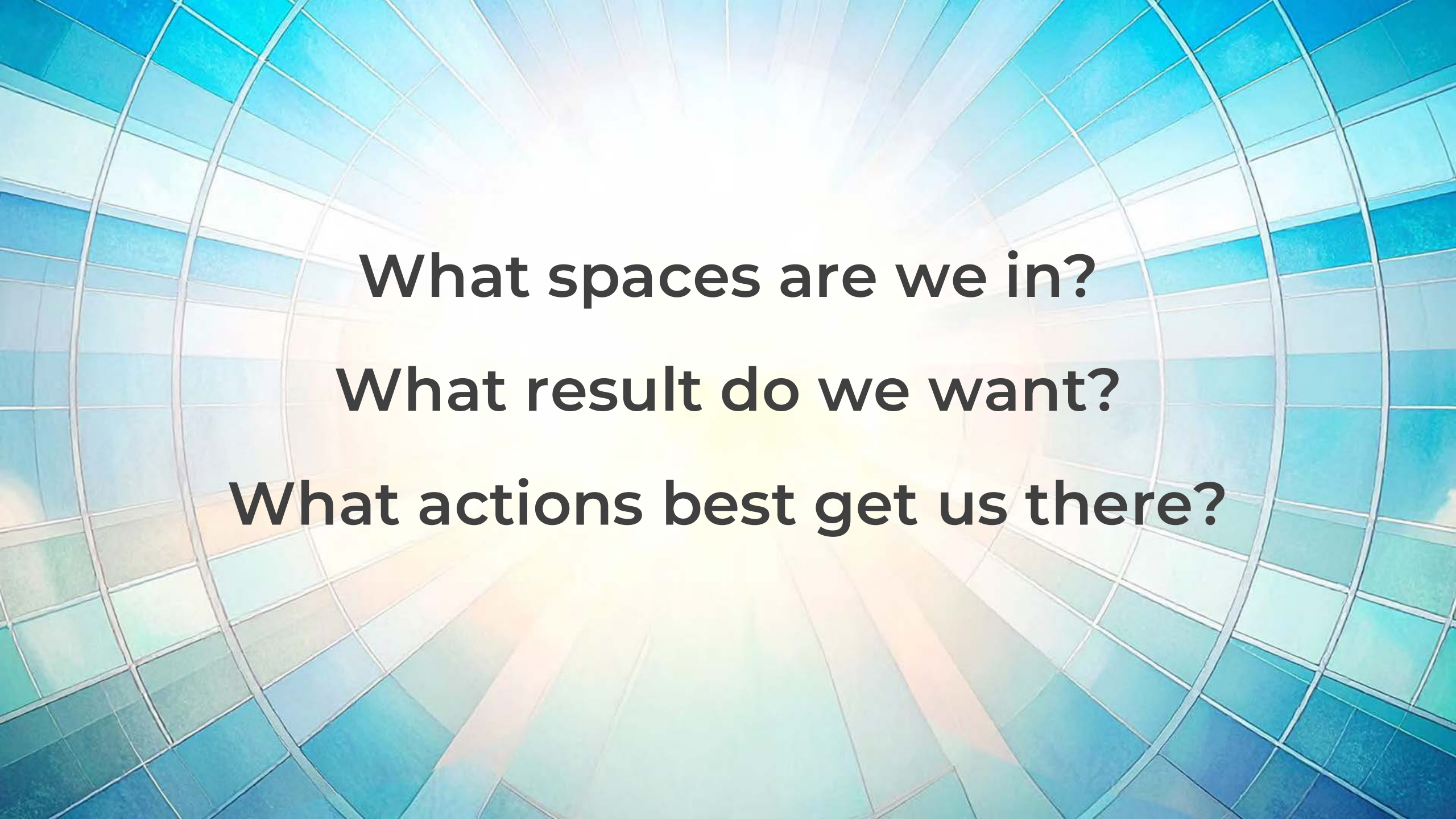is our plan for action

The Power of a Strategy Statement

A strategy statement is an internal document that bridges elements of mission and vision to a clear plan for action. **It helps us realize our value and maximize our impact.**

It defines three key elements:

- Our ultimate objective
- Our unique advantages
- Our scope

What spaces are we in?

What result do we want?

What actions best get us there?

An excellent strategy statement

- Focuses the objective

- Leverages advantages

- Defines the scope

- Is clear and simple

- Is easily remembered

- Balances comprehensiveness and brevity

- Is actionable

- Guides decision making

- Inspires

- Is compelling

- Is for internal and external audiences

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Strategy Statement Structure

To <u>Goal XXXXX</u>   by   <u>advantages XXXX</u>

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Strategy Statement Structure

WHAT powered by WHY

To <u>Goal XXXXX</u>   by   <u>advantages XXXX</u>

Strategy Statement Structure

WHAT powered by WHY

To <u>Goal XXXXX</u>

by

How

<u>advantages XXXX</u>

Strategy Statement Structure

WHAT powered by WHY

To <u>Goal XXXXX</u>

by

How

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Scope

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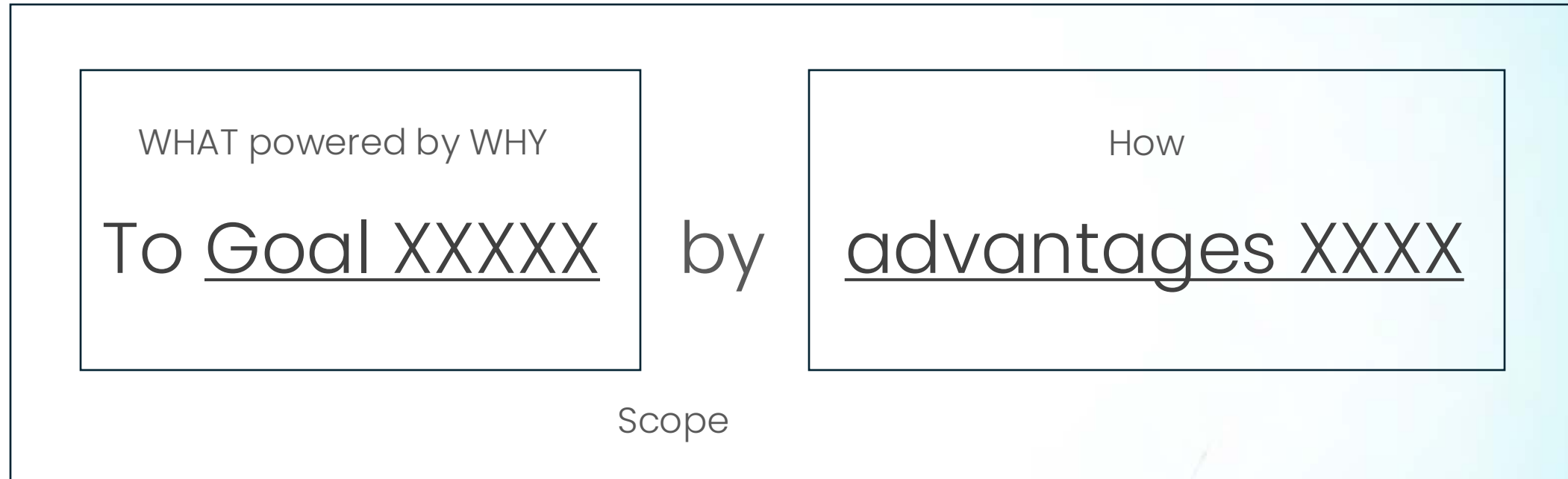
NCSBN ID

Research

Publications

Examinations

Data/insights

Leadership/
career dev

Systems/solutions

Collective voice

Nursys and e-Notify

Our Advantages

People/expertise

Ability to affect
Education

Resources

Licensure mobility

Regulatory
knowledge and
advancement

ORBS/Licensure
systems

Strategy Statement Exercise

Objective:

- Public protection
- The Moment-nursing care, nurse patient interaction

Advantages:

- Solutions/resources/programs
- Insights/data/research
- Expertise/people/voice

Scope:

- Public Protection
- Regulatory
- Nursing

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Our strategy statement

"To protect the public and the trust in nursing by providing innovative regulatory solutions, insights and expertise."

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- Sets objective (public protection and be there in the moments of nursing)
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- States advantages (innovation, solutions, insights and expertise)

![NCSBN - Leading Regulatory Excellence]

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- States advantages (innovation, solutions, insights and expertise)
- Solutions best sums up resources, systems, services, programs
- Insights best sums up research, data, guidance
- Expertise best sums up voice, people

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actual   intellectual   people

![NCSBN logo] NCSBN
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- NCLEX
- Compacts
- NCSBN ID
- Nursys

- Research
- Data
- JNR
- GRA

- NRBs/Members
- Policy
- Licensure
- Examinations
- ICRS

actual   intellectual   people

Strategy Statement Breakdown

"To protect the public and the trust in nursing by providing innovative regulatory solutions, insights and expertise."

This statement:

- Sets objective (public protection, moments of nursing)

- Defines scope (nursing, regulatory, innovation)

- States advantages (solutions, insights, expertise)

- Has an emotional component (words like protect and trust)

- Guides decision making (what we do should fit within those three categories with the right improvement-based mindset)

- Is simple, clear, memorable and actionable

- Works for internal and external audiences

- Drives excellence and improvement (innovative)

- Balances comprehensiveness with brevity (hits sweet spot of 15-30 words without missing detail and uses every word efficiently)

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