

ADHD Coaches Organization Strategic Plan

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