How Do All of Those Plans Fit Together?

And Why is it Important?

Kap Wilkes
Director of Program Development
November 17, 2016
Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation’s leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.
Definition of Sustainability

Sustainability is... the ability to achieve desired outcomes and financial viability through implementation or deployment of the organization’s business plan.
Using a Framework Helps

A framework provides a structure to help understand the parts AND the interactions between the parts.
Plus a Systems Approach
Business Planning for Sustainability

Strategic  Marketing  Operations
Financial  Evaluation  Communication
Strategic Planning
Marketing Planning - Member Needs
Marketing Planning – Service Development
Marketing Planning – Value Propositions
Marketing Planning - Promotion
Operational Planning – Leadership Strengths
Operational Planning – Key Partners
Operational Planning – Key Initiatives
Operational Planning – Infrastructure
Operational Planning – Workforce and Resources
Financial Planning – Expenses and Revenue
Evaluation Planning – Documentation of Results
Evaluation Planning – Continuous Improvement
Communication Planning - Intentional

Impact
Fitting the Parts Together
Kap Wilkes
Director of Program Development
(218) 216-7026
kwilkes@ruralcenter.org

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