NWI 2020 Strategic Plan Overview

Strategic Pillar & Key Elements	Prioritized Outcomes
Optimize Training & Education • **Certified Wellness Practitioner Certification** • **Other Wellness Professional Certifications** • **Conferences, Webinars & Seminars**	• Explore CWP expansion and diversification. • Optimize professional certifications supported by NWI. • Develop annual training agenda grounded in membership needs and wellness trends. • Optimize training and education offerings.
Expand & Support Membership • **Membership Categories** • **International** • **Student Organizations & Campus Initiatives**	• Create a more responsive membership category and fee structure. • Prioritize international expansion and develop reproducible systems to ensure a more diverse representation and global voice. • Create a pathway to strengthen relationships with students & emerging wellness professionals
Leverage Key Partnerships & Collaborations • **Affiliate Associations** • **Likeminded Organizations & Associations**	• Create a sustainable system to enfold willing affiliate organizations within the NWI. • Participate & engage in the U.S. & Global Wellness Community conversations
Expand Technology & Innovation Focus • **Technology Solutions** • **Innovation Reframe**	• Explore optimized technology solutions for more efficient and effective operational management. • Challenge all NWI functions to bring innovation to the forefront of all we do.
Streamline Marketing & Communications • **Market NWI services and solutions** • **Proactive & Reactive Communication in the Wellness Landscape**	• Create a Committee or Task Force to guide and consolidate NWI marketing & communications. • Leverage partner assets.
Prioritize Financial Stewardship • **Tight Fiscal Control** • **Operational Optimization**	• Transparent fiscal management • Services and support for staffing prioritization • Streamline operational management & efficiencies • Support staff engagement • Optimize revenue generation