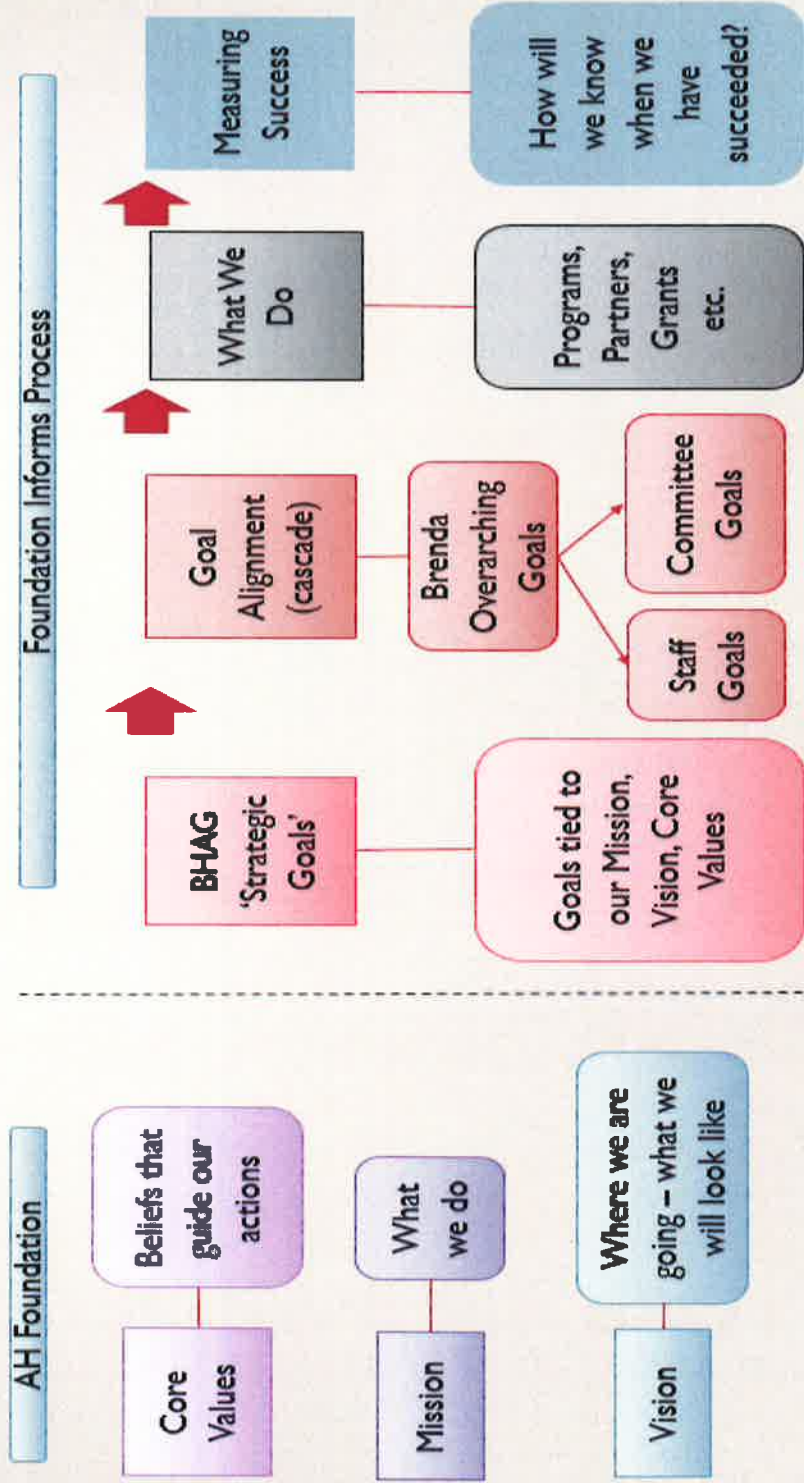


Strategic Thinking Process



SWOT

Strengths:

- What are our strengths?
- What do we do well?
- What do we think the people we serve see as our strengths?

Weaknesses:

- What are our weaknesses?
- Where could we improve?
- What do we think the people we serve see as our weaknesses?

Opportunities:

- What are some of our external opportunities we are not currently capturing?
- What are some trends ?
- What role does technology play in the future?
- What are the social patterns, economic factors or external factors that will impact us in the future?

Threats:

- What obstacles do we face?
- What are our competitors?
- Could any of our weaknesses be a threat to sustainability of AH?

Core Values Groups

Results	Competition	Teamwork	Compassion
Accomplishment	Aggressive	Appreciation	Acceptance
Achievement	Aggressiveness	Citizenship	Affection
Affective	Ambition	Collaboration	Altruism
Completion	Assertive	Community	Belonging
Contribution	Assertiveness	Connection	Caring
Effective	Bold	Cooperation	Charity
Effectiveness	Boldness	Coordination	Comfort
Impact	Competition	Employees	Compassion
Maximizing	Competitive	Environment	Concern for Others
Maximum Utilization	Decisive	Family	Decency
Performance	Decisiveness	Family Atmosphere	Empathy
Productivity	Direct	Friendship	Generosity
Profitability	Directness	Harmony	Giving
Profits	Dominance	Local	Goodness
Prosperity	Ferocious	Members	Goodwill
Punctuality	Fierce	Partnership	Heart
Results	Intensity	People	Helpful
Results-Oriented	Potency	Relationships	Kindness
Succeed	Power	Shared Prosperity	Love
Success	Powerful	Sharing	Philanthropy
Timeliness	Victorious	Support	Selfless
Timely	Victory	Synergy	Sensitivity
Value	Winning	Teamwork	Service
Value Creation		Unity	Sympathy
Wealth			Understanding

Determination	Commitment	Initiative	Creative
Conviction	Accountability	Activity	Creation
Determination	Commitment	Discipline	Creative
Determined	Continuity	Drive	Creativity
Endurance	Dedication	Eagerness	Curiosity
Firm	Dependability	Empower	Different
Focus	Devotion	Empowering	Differentiation
Fortitude	Devout	Energy	Discovery
Hard Work	Duty	Independence	Dreaming
Perseverance	Faith	Individuality	Fresh
Persistence	Faithfulness	Industry	Fresh Ideas
Persuasive	Fidelity	Initiative	Genius
Resilience	Honor	Optimism	Imagination
Resolute	Loyalty	Positive	Inquisitive
Resolution	Patriotism	Proactive	Inspiration
Resolve	Reliability	Proactively	Invention
Spirit	Reliable	Rigor	Mystery
Strength	Responsibility	Self Motivation	Original
Tough	Sacrifice	Self Responsibility	Originality
Toughness		Self-Directed	Talent
Willfulness		Self-Reliance	Unique
		Vigor	Uniqueness
		Vital	Variety
		Vitality	Wonder

Core Values Groups

Irreverent	Longevity	Adventure	Capable
Anti-Bureaucratic Anti-Corporate Impious Informal Irreverence Irreverent No Bureaucracy Profane	Anticipate Anticipation Focus on Future Foresight Insight Insightful Intuition Investing Investment Leadership Longevity Mindful Perception Perceptive Self Awareness Stewardship Sustainability Vision	Adventure Adventurous Bravery Challenge Courage Daring Exploration Explore Fearless Heroism Nerve Progress Pursue Pursuit Risk Risk Taking Valor	Brilliance Brilliant Capability Capable Clever Competence Competency Craftiness Craftsmanship Cunning Depth Experience Expertise Fluency Intelligence Mastery Maturity Quality Quality of Work Shrewd Skill Skillfulness Smart Wisdom
Learning	Organization	Awareness	Structure
Continuous Improvement Development Education Engagement Growth Improvement Knowledge Learning Motivation Personal Development Personal Growth Potential Training	Clean Cleanliness Hygiene Neatness Organization Sanitary	Alert Alertness Attentive Attentiveness Awareness Clear Clear-Minded Confidence Consciousness Prepared Responsiveness Watchful Watchfulness	Conformity Control Formal History Holiness Legal Obedience Order Preservation Reverence Rule of Law Serious Stability Standardization Structure Systemization Traditional

Core Values Groups

Change	Excellence	Safety	Accuracy
Adaptability	Above and Beyond	Confidential	Accuracy
Agility	Being the Best	Confidentiality	Accurate
Change	Best	Discretion	Attention to Detail
Entrepreneurship	Best People	Privacy	Careful
Fast	Exceed Expectations	Restraint	Carefulness
Flexibility	Excellence	Safety	Concentration
Flexible	Great	Security	Consistency
Innovation	Greatness	Self-Control	Diligence
Innovative	Perfection	Stealth	Meticulous
Speed	Pride		Precise
			Precision
			Thorough
Customer Focus	Friendly	Integrity	Sincerity
Clients	Accessibility	Candor	Cordiality
Customer Focus	Approachability	Character	Courtesy
Customer Satisfaction	Approachable	Credibility	Encouragement
Customer Service	Availability	Ethical	Guidance
Customers	Available	Honesty	Hospitality
Delight	Communication	Humble	Listening
Patient-Centered	Friendly	Humility	Pleasantness
Patient-Focused	Inviting	Integrity	Sincerity
Patients	Warmth	Purity	
Patient-Satisfaction	Welcoming	Trust	
Satisfaction		Trustworthy	
		Truth	
		Virtue	



Core Values Groups

Rational	Spontaneous	Fun	Composure
Certainty	Ease of Use	Amusement	Calm
Common Sense	Excitement	Balance	Calmness
Correct	Exciting	Cheerful	Composure
Down-to-Earth	Exhilarating	Enjoyment	Content
Economy	Exuberance	Entertainment	Contentment
Efficiency	Expressive	Enthusiasm	Meekness
Efficient	Extrovert	Fitness	Mellow
Frugality	Flair	Fun	Patience
Level-Headed	Intuitive	Happiness	Peace
Logic	Lively	Health	Poise
Moderation	Outrageous	Hope	Reflection
Modesty	Passion	Hopeful	Relaxation
Practical	Spirituality	Humor	Rest
Pragmatic	Spontaneous	Joy	Serenity
Prudence	Surprise	Play	Silence
Rational		Playfulness	Simplicity
Real		Recreation	Solitude
Realistic		Sense of Humor	Thoughtful
Reason		Silliness	Tranquility
Resourceful		Work/Life Balance	Unflappable
Resourcefulness			
Temperance			
Useful			
Utility			

Freedom	Refined	Significance	Global
Democratic	Beauty	Famous	Comprehensive
Diversity	Dignity	Gratitude	Global
Equality	Elegance	Meaning	International
Equitable	Fashion	Popularity	Universal
Fairness	Polish	Recognition	Worldwide
Freedom	Professionalism	Significance	
Impartial	Refined	Status	
Justice		Thankful	
Liberty			
Merit			
Meritocracy			
Open			
Open-Minded			
Openness			
Respect			
Respect for Others			
Respect for the Individual			
Tolerance			
Transparency			

Core Values as Expressed by AH Staff

Community

- Bringing people of towns, groups together through programs, partnerships

Accessibility

- AH available to all types of stakeholders
- Taking into account different needs of a community, time of event, location, transportation, topics of interest
- Providing access to streaming & other platforms to get the humanities message across
- Provide transparent/accessible resources to organizations/partners

Innovative

- Inspiring people and motivating them to action through various ways of providing humanities content
- Collaborating with partners to increase the innovative possibilities
- Utilizing new technologies to improve mission delivery

Impactful

- Empowering others through grants & speakers & programs
- Connecting groups and people that may not normally meet
- Changing lives or empowering others to think differently
- Being the humanities leaders 'at the table'

Collaborative

- Internal problem-solving together
- Choosing locations for optimal collaboration (learning, reflection, discussion)
- Connecting unusual topics to the humanities
- Partnering to promote collaborative process & reach

Learning

- Providing opportunities for different perspectives
- Create atmosphere for open-mindedness through expression of different opinions on topics

Diversity

- Bringing together a variety of peoples throughout Arizona
- Provide a range of different topics to encourage community
- Inclusion of people representing more than origin, color, religion, socioeconomic, sexual orientation, culture, age

Responsiveness

- Responses proactive vs reactive
- Awareness of community, individual, group needs
- Internally responsive to each other

Most Proud

Diverse topics & programming'

Grants

Partnerships & symbiotic relationships

Strong staff

Accessibility

Timely & nimbleness

Contemporary Focus

Frequency of programs

Geographical reach

Fiscal Management

Branding efforts

Awards

Who should we serve?

AZ communities

Diverse population in AZ

Veterans, Native Americans, Ethnic Groups, Racial Groups, Youth, Adults, Immigrants

Who should support our mission?

Schools & Home School

Corporations

Utility Companies

Chamber of Commerce

Related non-profits

Civic organizations

Religious organizations

How do we find new donors?

Board networking

Non-profit networking

Advocate for support

Program attendees

Past board members

Social media

Former grantees/award recipients/speakers

What resources do we need to be successful?

AH commercial with provide programming hosts

Staff support & positions focused on fundraising

e-news address list growth

Campaigns around AZ Gives, Giving Tuesday, etc.

Easy to convey vision and mission of AH “what is humanities”

Examples of humanities and its impact in our lives

Actively engaged board members

Ease of access to materials/technology systems to engage others

Crowd funding campaign – targeted formal pilot

Automated targeting email notification by location for events to donor base

Recording events to enable broader reach (podcast, interviews, link to social media)

Role of BOD

Outreach

Identification of donors, organizations, grantors

Personal giving

Relationship building – inviting people to events

Sponsor an attendee

Advertise to networks about programming/events

Active participant on social media

Host gatherings/special series – invite a friend

Capacity building

Fundraising/advocate