Good to Great: 
The Voice of the Patient
Good to Great and the Social Sector

- Superior Performance
- Distinctive Impact
- Lasting Endurance
Disciplined People

Leadership

Staff
Disciplined Thoughts

Confront the Environment
Clarify Mission Focus
<table>
<thead>
<tr>
<th>NHC Activity Mix</th>
<th>Focus of Public Policy</th>
<th>Public Policy Investment</th>
<th>Engagement of Members in Public Policy</th>
<th>Member Services: Access to Technical Assistance and Tools</th>
<th>Member Services: Access to Networking</th>
<th>Development of Member Services</th>
<th>Sources of Funding</th>
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</thead>
<tbody>
<tr>
<td>Primarily focused on advocacy and public policy</td>
<td>Lead fewer issues (1-2 issues) and increase depth on those issues</td>
<td>Reduce</td>
<td>Maintain current levels</td>
<td>VHAs only</td>
<td>VHAs only</td>
<td>Maintain current resources</td>
<td>Member dues</td>
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<tr>
<td>Primarily focused on enhancing capability of member orgs.</td>
<td>Lead current number of issues (3-5 issues) and increase depth on those issues</td>
<td>Maintain</td>
<td>Increase level of input for nonprofit members</td>
<td>VHAs</td>
<td>VHAs</td>
<td>Increase depth in current resources</td>
<td>Member dues + Sponsorship</td>
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<td>+ nonprofit members</td>
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<td>Lead more issues (&gt;5 issues) and increase depth on all issues</td>
<td>Increase</td>
<td>Increase level of input for nonprofit members and business and industry members</td>
<td>VHAs</td>
<td>VHAs</td>
<td>Maintain current and develop new resources</td>
<td>Member dues + Sponsorship + Fee-based services</td>
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<td>+ nonprofit + business and industry members</td>
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**Confront the Environment**

- **Status Quo**
- **Bold Strategy**
Clarify Mission Focus

What are you passionate about?

What you can be best in the world at?

What drives your resource engine?

Core Value and Mission

Unique Contribution

Time, Money and BRAND
Disciplined Action

Build Momentum
Preserve the Core and Stimulate Progress
Concepts in this presentation were inspired by “Good to Great And The Social Sectors” by Jim Collins.