

STRATEGIC PLAN OVERVIEW

There are 5 strategic pillars that will drive and support the transformation of the OHJA into a stronger organization that will deliver more value to its members:

- 1) **Align** the brand and value proposition to the new Purpose and Ambition
- 2) **Create** the foundation for membership sustainability and growth
- 3) **Move** to a more engaged and active board with added resources
- 4) **Expand** revenue streams that support the brand promise
- 5) **Deliver** more member value through new relevant programming