

**It's Good to Great, not Mediocre to Good:  
How to transform, not just change your agency.**

Most agencies don't plan to fail - they fail to plan. In this rapidly changing environment of increasing costs, lower revenues, often agencies merely think **survival**.

It is possible to thrive in these chaotic times, if agencies anticipate their competition, exceed expectations of stakeholders, and fully embrace chaos as a way of life.

Many agencies are utilizing some of the same techniques, programs, funding strategies and management styles that made them successful years ago. There is a significant difference between strategic and operational planning. Most agencies don't know the difference.

This presentation will challenge agencies that truly want to be great to look at some of things that they may not know- and not know they don't know it. The four most strategic questions will be presented and participants then challenged to go back and look not just at their mission, but the underlying vision and values that support the mission.

It is the hardest thing most agencies will do. And the most important.