

**It's Good to Great, not Mediocre to Good:
How to Transform, Not Just Change Your Agency**

Derrick F. Dufresne
cra@aol.com

Most agencies don't plan to fail - they fail to plan. In this rapidly changing environment of increasing costs and lower revenues, often agencies become entrenched in "**survival mode.**"

However, it is possible to thrive in these chaotic times, if agencies anticipate their competition, exceed the 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 agency leadership that truly want to achieve greatness to explore some of the things that they may not know- and not know they don't know it. The four most strategic questions will be proposed and participants then challenged to review not just 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.**