



Value Proposition

WCMSCHF Board Meeting

8/22/2018



Community Care
OF NORTH CAROLINA
Community Care of Wake/Johnston Counties



Why is Value Proposition Important?

Two Critical Messaging Questions

- Can you summarize our who we are in 35 words or less? What we do? Why we are unique?
- If so, would others in our organization put it the same way?



The Problem: Unclear Value Proposition



CONFUSION

The below statement is true.
The above statement is a lie.

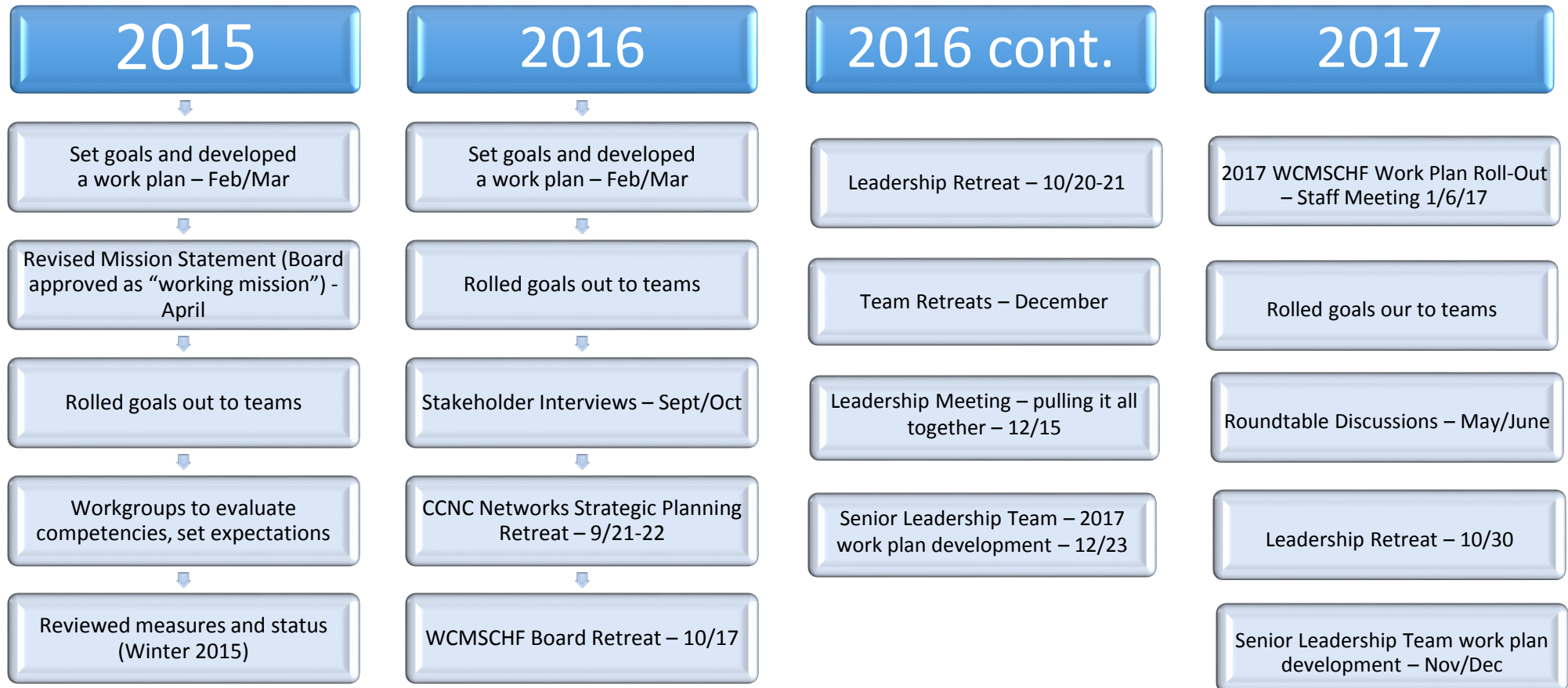
The Solution: Clear, Succinct, Value Proposition

- Benefits of a value proposition:
 - Aligned behavior and communication
 - Empowered employees
 - Increased effectiveness

"There is all the difference in the world between having something to say and having to say something"

- John Dewey (American philosopher, psychologist, educator. 1859-1952)

WCMSCHF Planning Process - 2015-present



Value Proposition Charge

To remedy our current state; i.e. our inability to describe who and what we are succinctly.

As an organization we need a concise description and shared understanding of the value of who we are. This will be our value proposition which serves as an elevator speech and creates a unified voice to carry WCMSCHE into future business.

Next Steps

May 8 th	Education at Leadership Meeting & VP exercise
July 13 th	Education at Staff Meeting & VP exercise
July 13 th to August 6 th	Information will be synthesized in preparation for SLT meeting
August 7 th	SLT Meeting: Senior Leadership to synthesize drafts and present final Value Proposition at September All Staff Meeting
August 22 nd	WCMSCHF Board to review, edit, and (hopefully) approve
September 7 th	Presentation of VP at All Staff Meeting