



## Strategic Direction for the International Alliance of ALS MND Associations 2019 -2022

**PURPOSE:** The Alliance is a global network of ALS/MND associations informed by PALS/CALS, that builds capability for its members and connects to external stakeholders.

**VISION:** A World Free of ALS/MND

**VALUE PROPOSITION:** We help members thrive by adding value to existing and future associations through curation and creation of information and by acting as a global gateway through which Alliance Members, PALS and CALS, internal, and external stakeholders connect.

Our two main focuses are **Community** and **Capability** and we can do this as we build our **Capacity**.

### STRATEGIES

#### 1. Build Community

Build a global community. Identify, promote, and support meaningful and timely in person and virtual connections between Members. Prioritize building membership in countries and regions which do not yet have membership representation. Be the gateway for relevant external stakeholders. Coordinate the global voice of PALS & CALS.

#### 2. Build Capability

Build capability in member associations by soliciting feedback to ensure we focus on issues that deliver impactful value. Encourage Member exchange of knowledge and facilitate discourse on issues. Deliver professional development (PD) that includes the annual Alliance Meeting, but also provides Member value throughout the year. Make our members stronger to advocate on behalf of individuals at the local level and provide a platform for global issues. Facilitate member peer-to-peer support. Be a gateway for external stakeholders to the network of domestic associations.

#### 3. Build Capacity

To ensure we can move forward with these strategies it will be necessary to build internal capacity at the Alliance by enhancing:

- **Member Intelligence:** Deepen the relationship with and knowledge of Members to better understand their needs, offerings and aspirations
- **Increased Resources:** Develop our human, technology and financial resources to be able to deliver member value and to ensure sustainability of a viable Alliance into the future.
- **Communications:** Focus on disseminating information in a concise manner that delivers value add of the Alliance. Build capacity to harmonize Member communications across the organization and present a strong brand for the Alliance.
- **Technology Application:** Technology is an important enabler for member interactions and the ability to build community and capability for the members. The Alliance will enhance our technology resources in a secure way to support the strategic direction.