



INTERNATIONAL CRITICAL INCIDENT STRESS FOUNDATION, INC.

3290 Pine Orchard Lane, Suite 106, Ellicott City, MD 21042 | (410) 750-9600

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## **International Critical Incident Stress Foundation, Inc. Strategic Management Plan 2020**

### **Vision**

The “vision” is intended to simply describe the worldview that includes the work of the ICISF. The vision statement of the ICISF is as follows:

***The International Critical Incident Stress Foundation, Inc. (ICISF) promotes a world where people have access to Critical Incident Stress Management programs and services.***

### **Mission**

The mission statement describes the way the ICISF seeks to achieve the vision. That statement is as follows:

***The mission of the ICISF is to be the leader in providing education, training, consultation, and support services in comprehensive crisis intervention and disaster behavioral health services to emergency responders, and other professions, organizations and communities worldwide.***

### **Value Statement**

***The ICISF shall remain devoted to the vision and mission in a manner that demonstrates commitment to ethically sound practices. While the ICISF must remain fiscally responsible and stable, the strategic focus shall be upon proactive mission delivery first and revenue achievement as a byproduct of sound management practices.***



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## **Goals**

Five essential goals support the vision and carry out the mission. Those goals are listed below but not in order of priority. These goals merit periodic review and update.

- 1) Enhance international activity and support**
- 2) Provide information dissemination**
- 3) Secure financial stability, expansion, and accountability**
- 4) Enhance the networking of people and organizations**
- 5) Create updated and improved educational programs**

## **Tactical Strategies**

These strategies list areas of work of the ICISF that support the achievement of the Goals. Each tactic needs a plan to identify the logistics, marketing, and project management. They are listed in no specific order.

- World Congress
- Regional trainings
- Approved Instructor
- Online training
- Speaker's Bureau
- Team Support and nurturing
- Membership
- Employee direction, engagement and leadership
- CISM certification
- Student manual sales online
- Development and management of a public bookstore
- Strategic plan including thoughtful growth of the ICISF
- LMO and partner relationships
- Instructor support and nurturing



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- Program Excellence including quality assurance
- Course updates and new courses
- Support the values of CISM worldwide
- Development program including donations and corporate sponsorship
- Social media
- Website as a key informational and marketing instrument
- Consultation for teams and members
- Board of Directors operation and support

### **Tasks**

These tasks are specific actions that support the tactical strategies. The notation indicates the year of initiation. Some items already exist and will continue through the life of this plan.

- Develop an action plan for product improvement as part of a Program Excellence initiative
- Create a course update plan and new course plan. Both will include an order of priorities and timeline for each action
- Update and improve videos and graphics used in course presentations
- Review and update “Best Practices” course and present this with very selective high-quality presenters (2020)
- Update course presentations using an instructional design specialist
- Develop a CISM Wellness program
- Review and update the Faculty list, create an emeritus list for those who are not active
- Adjust the Approved Instructor policy regarding “active” and “inactive” requiring “inactive” instructors to apply for reinstatement that will require CCISM
- Create an instructor code of conduct
- Develop a quality assurance program that features monitoring approved instructor and faculty conduct and performance



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- Study the ICISF relationship with CISM teams and create a plan to enhance those relationships and CISM team activity
- Actively promote the Certification in CISM managed by the UMBC
- Define who is a “partner” and who is a “like minded organization (LMO)” and what that means and then establish relationships as practically effective
- Targeted marketing displays and at events, conferences, and trade shows and articles in publications
- Presentations at conferences and events, targeting partner organizations and like-minded organizations. This should include an annual plan of action
- Create an annual report, starting with the prior 2 years in one document
- Continue to provide pertinent facts as part of email marketing for products, including “CISM Wisdom” things to know
- Change the frequency and design of mass email marketing to be user-friendly and to increase the “open rate”
- Include video info clips as an information and marketing product
- Sheridan as the fulfillment agent for student manuals
- Create a public bookstore as an online product
- Produce Crisis Stress and Human Resilience journal on a regular schedule
- Successfully have the Journal become an indexed product
- Organize and restructure the ICISF digital company file
- Create and nurture an ICISF intern program
- Produce LifeNet
- Management of company store for assorted retail products
- Administrative management of online courses (this will increase as more courses are added)
- Instruction of online courses
- Author agreements, including with authors with courses that are not exclusive ICISF products



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- Create and maintain an Application for use on digital hardware such as smart phones that provides CISM information and support
- Update the employee personnel manual/handbook
- Carry out supportive team building activities such as luncheons and recognizing achievements of individuals and groups of employees
- Create and implement the employee performance review process
- Pursue corporate sponsorships, grants and donations
- Seek government grant opportunities
- New organizational chart for the ICISF
- Translations of course and translation agreement
- Develop updated or new agreements with international partners
- Certificates provided online
- Transform the Approved Instructor department into a “paperless” program
- Automated registration of courses
- Create single certificate and book for GRIN

Note: The massive intrusion of the pandemic of 2020 required a significant retooling of the ICISF and a complete shift of strategic management, projects, duties and tasks. An addendum to this plan describes the strategic projects that address the world of 2020. Those adjustments are consistent with the vision, mission, value statement and goals of the 2020 strategic plan.