

Advocacy for a Short Online Strategic Planning Training for Individuals and Groups: 3-Counsellors in Private Practice

1

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Professor of Pharmacology & Guidance-Counsellor

About All-Round Counselling Solutions

2

Who we are & what we do

CAC-registered since 2022, but not in practice yet)

- All-Round Counselling Solutions (ARCS)

Vision of ARCS

- To be a leading provider of holistic caring solutions through comprehensive innovative, empathic and tailored guidance and counselling services.

Mission of ARCS

- To provide professional client-centred, confidential, inclusive and non-judgemental guidance and counselling services that nurture growth, resilience and balanced living in a safe supportive environment.

CAC-registration



Guidance & Counselling

3

- GUIDANCE

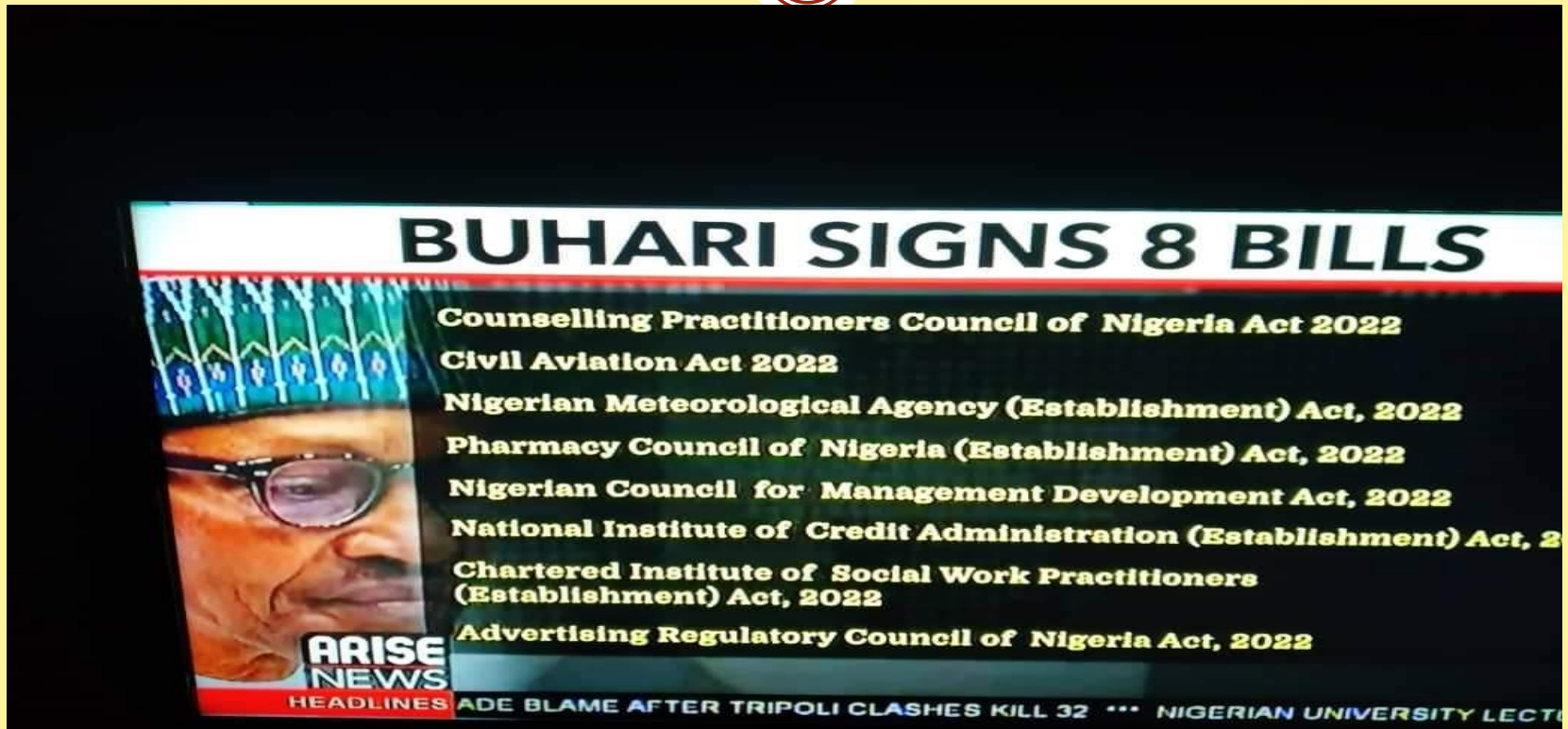
A concept, construct, process, programme and services to help individuals and sometimes groups discover and develop their educational (school), vocational (career) and psychological (social) potentials, in order to achieve optimal personal happiness and social usefulness.

- COUNSELLING

Counseling is a guidance service whereby through an interactive relationship, a trained professional (the counsellor) assists one or more person(s) (the counsellee(s) or client(s)), individually or as a group, to better understand themselves and their environments (both internal and external), leading to better informed decisions, development of adaptive behaviours (due to changes in thinking and feelings), required for optimal realisation of his potential - for self and societal upliftment, growth and development.

Not So-Recent News!

4



- **NOUN, NUC train 271 VCs in strategic planning**
<https://punchng.com/noun-nuc-train-271-vcs-in-strategic-planning/>

What is Strategic Planning?

5



- A written document mapping the path to success
- The “recipe” to achieve the vision and mission
- A step-by-step guide to reach goals
- Contain goals, objectives, measures, and timelines
- Indicates parties accountable for accomplishing tasks
- Usually expressed in 3, 5 to 10 year time periods

Previous SPT (face-to-face) & Current (online)

6

PREVIOUSLY (FACE-TO-FACE)

- **Individuals, &**
- **Groups**
 - i. Committee members
 - ii. State students association members
 - iii. Undergraduate student groups
 - iv. MSc Pharmacology students
 - v. High Diploma in Guid. & Couns. Educ. students
 - vi. Church leaders
 - vii. Etc, etc.

CURRENT (ONLINE)

- **Individuals, &**
- **Groups**
 - i. Would be enabled to develop appropriate strategic plans for their counselling practices as well as in their private lives.
 - ii. Proposed 2-hour (e.g. 8:00-10:00pm) online demo on two consecutive days as practical, during or after the conference.

Where do you see yourself or your counselling practice in 1, 3 or 5 years' time?

7



This is the crux of Strategic Planning!

What are the **Benefits & Process** of Strategic Planning?

8



The benefits of strategic planning

These are many (see refs.) and results at

- boosting all-round success and well being including optimal mental health
- advancing workplace and personal achievements.

Process: Steps in Strat. Plan.

- Carrying out self-analysis to discover values
- Conducting a SWOT analysis (or so-called environmental scan)
- Defining a Vision for the present and future
- Developing a Mission statement
- Formulating goal(s) and SMART-G objectives
- Drawing up a work plan and implementing same
- Monitoring and evaluating (M&E) the plan at every stage.

First: Core Values

9

DICTIONARY MEANING

- Core Values are principles or beliefs that a person or organization views as being of central importance. E.g. "The editor wants to attract more young readers to the paper while maintaining its core values."

FOR COUNSELLING PRACTITIONERS

- Core values whether of individuals or counselling practice are "a set of attitudes and skills which have a special regard for the integrity, authority and autonomy of the client and are firmly based on the counsellor having total respect for universal human rights and for the person and cultural differences". A short list will include the following: caring, compassion, concern, empathy, environment, giving back, inclusion, integrity, optimism, positive attitude, resources, sensitivity, unconditional positive regard, virtue. The strategic planner can make up an even shorter list from these and others amounting to about 7-10 maximum.

DEPT OF NURSING SCIENCE, NOUN

- Six (6) 'C' Core Values: Caring, Compassionate, Courageous, Communicative, Committed, Competent

ARCS' 10 Core Values

10

1. Client-centred
2. Confidentiality
3. Empathy
4. Empowerment
5. Growth
6. Inclusivity
7. Integrity
8. Non-judgemental
9. Professionalism
10. Unconditional Positive Regard

Primary Emphasis: Vision & Mission

11



2018 STRATEGIC PLAN 2018-2021

VISION & MISSION



VISION
Optimal health and quality of life for persons with, affected by or at risk for diabetes and related chronic conditions.

MISSION
Empower diabetes educators to expand the horizons of innovative education, management and support.

OUR GUIDING PRINCIPLES:

- The person with, affected by or at risk for diabetes is at the center of the diabetes care team.
- The diabetes educator is an essential member of the diabetes care team.
- Evidence is the basis of our practice and practice.
- Quality diabetes prevention and diabetes self-management education and support should be accessible to all individuals.
- Diabetes self-management education and support must evolve through innovation to reach its greatest impact.

Vision & Mission

12

- A **Vision** statement tells people
 - Where one wants to go
 - What one wants to become
 - What one wants to accomplish
 - Why it is important
- A **Mission** expresses the organization's
 - Purpose - the needs one exists to address
 - Business - what one is doing to address these
 - Values - what principles or beliefs guide one's work

EXTRACTS FROM MY PERSONAL STRATEGIC PLAN

Vision: Becoming my best...

Mission: To build and to repair

Motto: Looking forward and moving on!

Some Counselling Vision Statements (culled from the Internet)

13

As an experienced and well-rounded team of Registered Clinical Counsellors and Psychologist, we serve our greater community through counselling as our clients grow.

To help people transform personal challenges into life-enhancing opportunities.

Our vision is to create a behavioral healthcare system that is capable of upholding, supporting, and maintaining recovery of our patients.

The vision of the Georgia Tech Counseling Center is to enhance the academic and personal experiences of all Georgia Tech students to help prepare them for success in a global, technological world.

To inspire, energise and motivate clients to create a healthy physical and psychological life for themselves and those around them.

A community that nurtures and inspires all members to pursue their fullest potential.

Some Counselling Mission Statements (culled from the Internet)

14

If you are seeking to change your life's direction, improve your career, or enhance your relationships, I can teach you how to have better insight into your own life to accomplish these above goals and more.

Do you experience any of the following: anxiety, depression, mood disorders, personality disorders, family and relationship difficulty, domestic violence, child counseling, premarital counselling, and developmental disorders? We, at (counseling mission statement examples center), offer a full range of consulting and psychotherapy services covering all the diagnostic problems mentioned above. Our therapy center is based (the city) and if you live in or around the area, book an appointment for a therapy session now!

We offer one of the most effective form of marriage counseling that exists worldwide, the "No Blame, No Shame" 2 day Marriage Restoration Retreat.

Good therapy is built on connection. Our professional intake team will match you with a therapist based on expertise, treatment approach and even personality. Our diverse group of therapists allow us to tailor therapy to your unique needs.

Example of Vision & Mission: NOUN

15

- **Vision** statement
 - The National Open University of Nigeria is to be regarded as the foremost university providing highly accessible and enhanced quality education anchored by social justice, equity, equality and national cohesion through a comprehensive reach that transcends all barriers.
- **Mission** statement
 - To provide functional, cost-effective, flexible learning which adds life-long value to quality education for all who seek knowledge.

Example of Vision & Mission: DNS

16



Example of Vision & Mission: DRA

17

VISION

To be recognised as an exceptional research hub that is dedicated to providing comprehensive support for cutting edge research initiatives aimed at meeting societal and institutional needs and engendering academic global recognition.

MISSION

To unleash the university's potential for innovative, high quality collaborative research and scholarship that enhances the quality of teaching and learning, promotes a sense of pride and global recognition, and contributes to community development.

Example of Vision & Mission: ARCS

18

Vision

- To be a leading provider of holistic caring solutions through comprehensive innovative, empathic and tailored guidance and counselling services.

Mission

- To provide professional client-centred, confidential, inclusive and non-judgemental guidance and counselling services that nurture growth, resilience and balanced living in a safe supportive environment.

Example of Vision & Mission: Personal

19

- **Core Values**
 - Excellence, Ethical, Unconditional positive regard
- **Vision statement**
 - Becoming my best...
- **Mission statement**
 - To build and to repair
- **Motto**
 - Looking forward and moving on!

SWOT Analysis: An Essential for Individuals and Groups

20



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

What are your Strengths, Weaknesses, Opportunities & Threats in your personal life and in your counselling practice?

More About SWOT...

21

- With respect to SWOT, strengths and weaknesses are inherent in one, and constitute one's INTERNAL ENVIRONMENT.
- Opportunities which can be taken advantage of (in the realization of one's mission), plus threats to one's success, make up the EXTERNAL ENVIRONMENT.

Questions to Ask About SWOT

22

1. How can strengths be employed to take advantage of opportunities?
2. How can weaknesses be overcome by taking advantages of opportunities?
3. How can strengths be used to counteract threats that tend to hinder achievement of goals and pursuit of opportunities?
4. How can weaknesses be overcome to counteract threats that hinder the achievement of goals and the pursuit of opportunities?

Strategy Formulation

23

- Examine the vision and mission statements
- Identify “functional areas”
 - Examples: Governing Board, educational program, facility, finances
 - One to three goals for each
 - Comprehensive look at school
 - Distributed responsibility
- Articulate long-term goals
 - Manageable number of goals
 - Five to ten year time periods mostly, 3 for ZDC

Q: What and how do we need to plan? A: As a Counselling Practitioner!

24



The time is now, Now, NOW!

“Plan your work; work your plan.”

EDUCATION, SPIRITUALITY, MARRIAGE, PARENTING, CAREER, SOCIAL, Etc

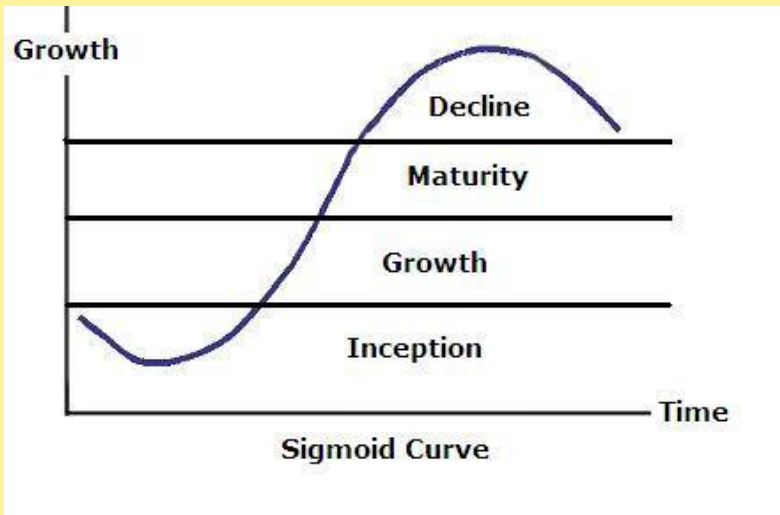
- Periodically e.g. 3 or 5 yrs
- Yearly
- Quarterly
- Monthly
- Weekly
- Daily

SUITABLE ORGANISERS, Etc

- Diaries
- Planners
- Charts, etc

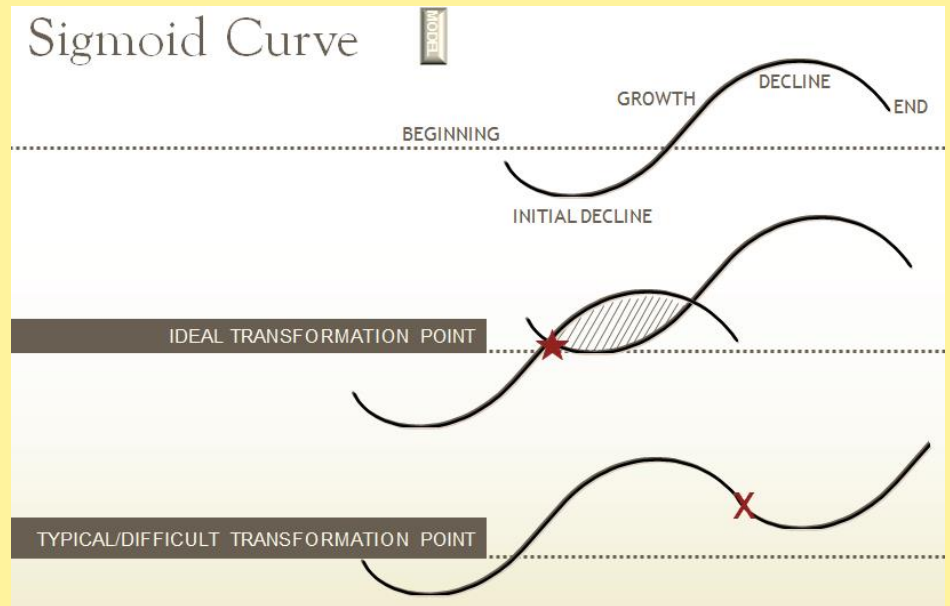
A Bit of Pharmacology...

25



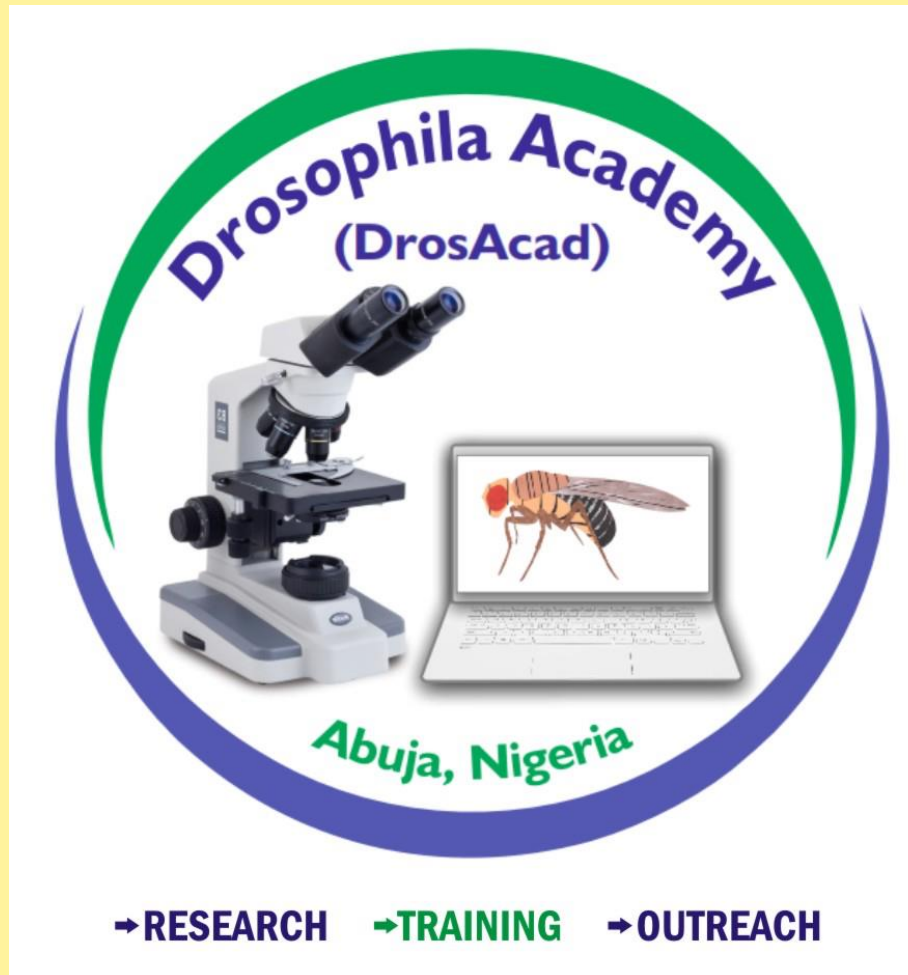
The Sigmoid Curve
is a natural phenomenon

What examples of starting new growth curves have you personally experienced?



Drosophila Academy Logo

26



Drosophila Academy Anthem: Lyrics composed by me (Cnsl HOK)

27

Stanza 1 of 2

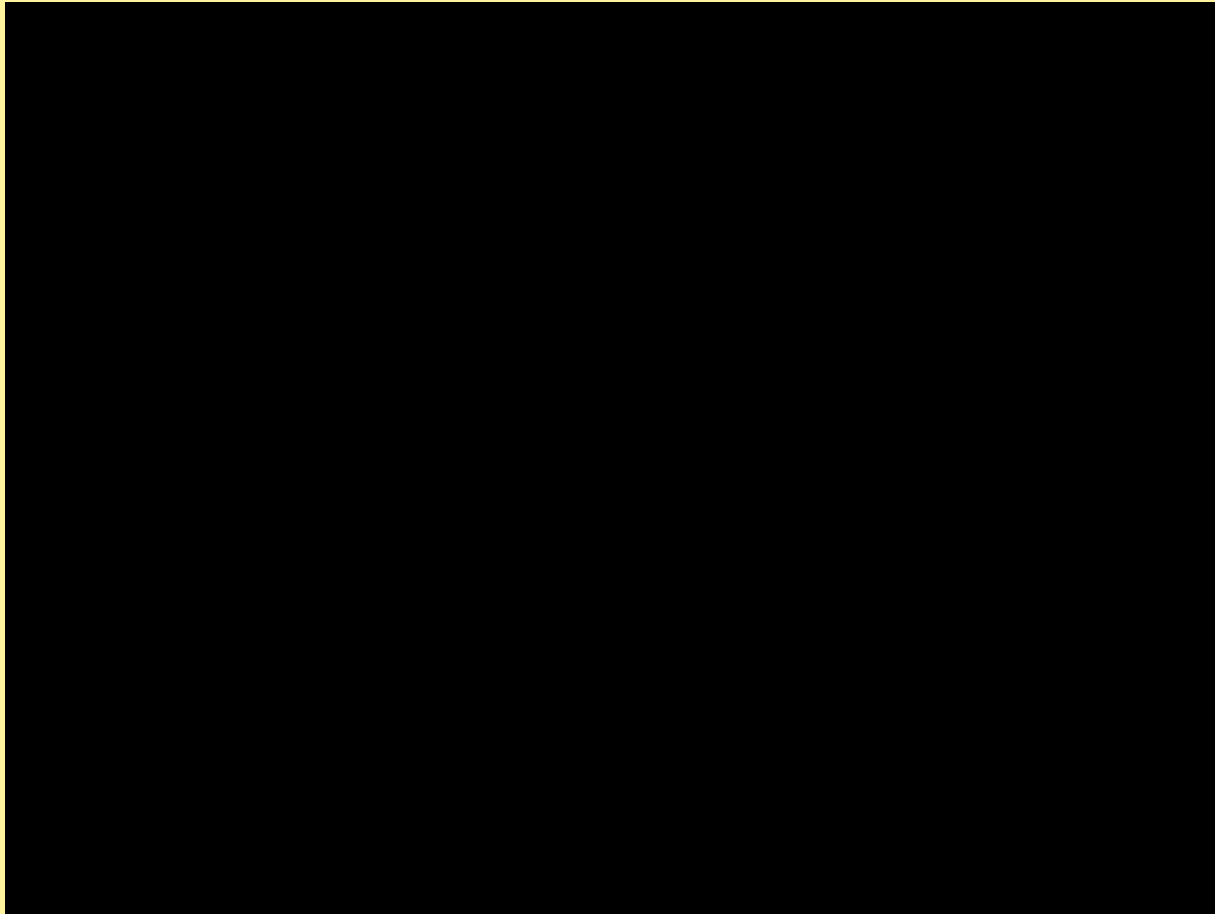
Drosophila Academy
In Abuja, Nigeria
Our one great commitment is to
Promote use of Droso...
Drosophila melanogaster
For biomedical research
Teaching, training of one and all
Plus community outreach.

Stanza 2 of 2

Our watchword, always excellence
Our operations, ethical
From day to day, from year to year
To make very well known...
The common fruit fly
With uncommon uses
We solemnly strive to do at
Drosophila Academy
Abuja, Nigeria.

Drosophila Academy Anthem: Music to tune of 'Jerusalem, my happy home'; singing & instrumentation by Dr Hanly Bingari

28



References

29

ACKNOWLEDGEMENTS

- Some of the slides used in this presentation have been taken directly from the references below, or the Internet via Google search.
1. Strategic Planning (Governing Board Online Training Module)
 2. Strategic Planning (Module 5, LIS 580: Spring 2006, Instructor-Michael Crandall)

References

30

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Thanks For Your Attention!

31

Suggested Application of Your Strategic Planning Skills!



SPT should not be only about your practice or one aspect of your life...

Please, Try Some Other Strategies!

For Your Questions & Personal Notes

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For Your Questions & Personal Notes

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For Your Questions & Personal Notes

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