NAWS Environmental Scan: A Request for Input

The NAWS Strategic Plan has become an increasingly useful and important tool for the World Board over the years. It helps focus our efforts each cycle and frames the projects presented to the WSC for approval. In our continuing effort to refine and improve our planning process, we are asking delegates to help us all through the process. This is the second cycle that we have asked for RD participation in the information-gathering stage—called an environmental scan.

The foundation of our strategic plan comes from an environmental scan. This scan reflects our best efforts to capture trends and issues—both within and outside of the Fellowship—that affect NA. The information about the Fellowship in past scans has come from our interactions at zonal forums and workshops, contact with service committees and members, our participation in professional events, project input and ideas, the *CAR* survey, regional reports, and various other NAWS activities.
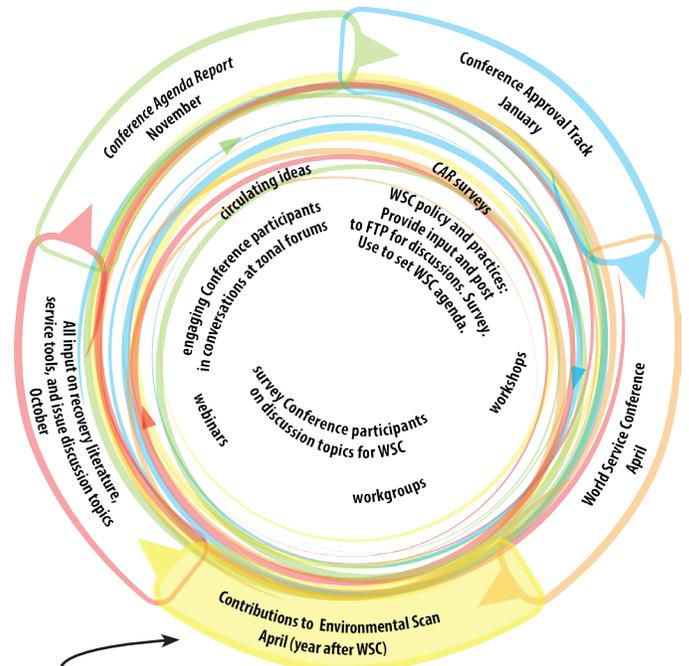
One of the World Board's responsibilities is to listen closely to the Fellowship and let what we hear and observe impact our planning process. Delegates and others have asked for a way to share their perspectives and experiences directly, and we began gathering that direct input to the environmental scan from delegates last cycle.

We received ideas from delegates at WSC 2018 about how to improve this process. Many said the input form we used last cycle was complex, and we didn't hear from as many regions as we'd hoped.

During the last Conference participant web meeting, there was discussion about doing a SWOT analysis—an analysis that examines Strengths; Weaknesses, Opportunities, and Threats (challenges). A SWOT analysis is a fairly simple way to identify the key factors that affect you, both inside and outside of the organization. Many regions and zones have successfully tried this approach. This seems like a straightforward approach to simplifying the input form and making it accessible enough that more delegates may participate.

Since we have many avenues to gather Fellowship input—the *CAR* survey and regional reports being among them—we would like to focus this input to the scan on your ideas about NA World Services and the WSC. We also would like to start this scan process by talking about this scan on our next Conference participant webinar—another idea we heard at WSC 2018.

We typically spend portions of three World Board meetings each cycle to create our plan. Put simply, our first meeting in May reviews and discusses the environmental scan data and begins to evaluate what we have heard and outline possible priorities. Our second meeting in July gets much more detailed about what those priorities might mean in our Fellowship and service system, and the third

The yellow bar is where we are in the strategic planning process.

meeting in October defines the approaches we believe we can accomplish in one cycle and begins to create the project plans to present to the WSC. In order to make this schedule work, we communicate between meetings to keep the process moving forward. We have adjusted the timeline for planning this cycle in order to provide enough time for your participation.

Please respond to this survey by **15 March 2019**. We will email a link to an online form you can fill out, which would be our preference to get your responses. If you prefer, you can send us your results in an email through an attachment or in the body of an email. We will then compile the responses and include them in our environmental scan data. We will keep you updated all along the process.

We ask that delegates submit one set of input from your region or zone (depending on whether you are an RD or ZD), just as you would with a regional report. There are 121 regional and 15 zonal responses possible. Last cycle, some of the strategic plan input we received was forwarded by delegates from areas or committees within their region. We are asking that you determine how to compile input from within your region or zone and simply submit one regional or zonal response. Thank you for your help with this. We expect that the way delegates gather this input will vary as widely as the comments we typically receive in regional reports. That varies from input from the delegate, to workshopping at the regional meeting.

This is not meant to be a scientific survey. We are looking for the delegates' and/or the regions' perception of these issues. Thank you for helping us take this step forward.

Strengths, Weaknesses, Opportunities and Threats (Challenges) SWOT

Strengths and weaknesses are **internal** to Narcotics Anonymous and may be at least somewhat controllable. Conversely, opportunities and threats or challenges are uncontrollable **external** forces that can affect NA.

- **Strengths**—are positive attributes internal to the Fellowship, the WSC or NA World Services.
- **Weaknesses**—are also internal factors; these may impede our ability to meet our goals as outlined in our Vision Statement, WSC Mission, and principles.
- **Opportunities**—are external factors that the Fellowship, the WSC, or NA World Services should (or could) develop or take advantage of.
- **Threats** or Challenges—are external factors that could put the Fellowship, the WSC, or NA World Services at risk.

We have listed some ideas under NA World Services for you to see as an example.

Ideally, either individually or in a workshop, brainstorm each category (SWOT) and capture the strengths, weaknesses, opportunities, and threats for the WSC and then for NA World Services. Aim to only include key points and so try not to analyze them. That comes later. Try not to worry too much about whether you're putting something in the right category or "box." If you have any questions, don't hesitate to ask: worldboard@na.org

For the **World Service Conference**

Strengths	Weaknesses

Opportunities	Threats

Other comments or ideas about the WSC you would like the WB to consider:

For **NA World Services**

Strengths	Weaknesses
Common purpose and clear guidance from Vision Statement and NA principles	Primary funding from literature sales

Opportunities	Threats
Addiction is viewed as an epidemic (something that must be addressed) by many governments	Governmental policies affect ability to get literature into some places.

Other comments or ideas about NA World Services you would like the WB to consider:

Anything else you would like the World Board to consider:

Region or Zone: _____

Position: _____