

**American Academy of Health Behavior
Core Values and Mission Listening Sessions
Facilitator's Guide**

Call-In Information

- A few minutes before the call is scheduled to begin, dial: 712/432-6100
 - David/Diane enter as the moderator: 300858#
 - David/Diane hit *9 to record the call
 - David enter recording code 947#
 - Diane enter recording code 948#
 - Amy/Jennifer enter as a participant: 300869#
 - During the call you may:
 - Enter *3 to exit the call
 - Enter *4 to access the help menu
 - Enter *6 to mute your individual line
-

Welcome

- Welcome folks to the call as you hear the chime indicating that someone new has joined
 - Once everyone has joined the call the facilitators should introduce themselves
 - Name
 - Institution
 - Length of affiliation with AAHB
 - Current and previous leadership roles with AAHB
 - Using the list Kim gave you of participants, invite each one to introduce him/herself
 - Name
 - Institution
 - Length of affiliation with AAHB
 - Current and previous leadership roles with AAHB
 - Explain that this round of listening sessions will be the first of several upcoming opportunities for AAHB members to participate in the strategic planning process currently underway, and thank them for taking the time to engage in this important process
 - Share that the AAHB Board selected a participatory, evidence-based planning process, which means it is the role of the Strategic Planning Workgroup to gather members perspectives, along with other evidence (e.g, budgets, past survey's, benchmarking, etc.) to draft the strategic plan
 - Share that you and your co-facilitator have some questions today that specifically relate to the organization's core values and mission, and that your job is to listen to their perspectives and ask questions to gain a deeper understanding
-

Discussion of Core Values

- Ask participants to have the one-pager sent to them by Kim available for reference
 - Explain that you'd like to start with a discussion of the core values. Read the current values to the group.
 - Share that the criteria for good core values are:
 - They should emerge from the organization, not be imposed
 - When we live these values we embody the organization and bring it to life for others
 - For each value ask:
 - Does AAHB carry out this value in practice and governance?
 - How important is this value for the Academy moving forward?
 - Are there other core values you believe AAHB embodies and should consider adding moving forward?
-

Discussion of Mission Statement

- Read the current mission statement to the group
 - Share that a mission statement is the organization's purpose or reason for being
 - Share that the criteria for a good mission statement are:
 - It should be brief
 - It should be something that leaders can use in decision-making and to manage performance
 - For each value ask:
 - Does AAHB carry out its mission in practice and governance?
 - How important is this mission moving forward?
 - Are there other purposes you believe AAHB should consider adding moving forward?
-

Closing

- Ask if anyone has anything additional they'd like to add
- Explain that you will be sharing your notes from today's call with the other Workgroup members and that this information will be used to draft updated core values and a mission statement
- Thank them for their participation, and ask them to look out for future opportunities to participate, and ask them to encourage other members to participate as well