



Establish Direction

Description

As an association executive, you are responsible for implementing the board's vision and goals into concrete, actionable, timely objectives. Translating a strategic plan into measurable outcomes is a critical task of leadership, as is setting the plans, targets, and partnerships to ensure success. The Establish Direction competency area explores everything from financial planning, budgeting, annual planning, maintaining brand and reputation and partnering for success.

Modules

- Analyse current financial state of the organization
- Develop a long-term business strategy
- Develop an annual business plan
- Develop and maintain brand and reputation
- Develop partnerships to achieve organization objectives

Objectives for Analyse current financial state of the organization

By the end of this module, you will be able to analyze the current financial state of your organization by:

- Identifying critical components of your financial documents,
- Develop a schedule for reviewing financial information,
- Develop a process for analyzing your financial data's impacts on your operations, and
- Create a process for developing an action plan to react to your financial analysis.

Objectives for Develop a long-term business strategy

By the end of this module, you will be able to develop processes and systems to ensure long-term business strategy by:

- conducting business analysis,
- developing a plan for capital assets, and
- recommending long-term financial strategies.

Objectives for Develop an annual business plan

By the end of this module, you will be able to develop a system that supports developing an annual budget by



- Converting strategic objectives into actionable and measurable priorities for your fiscal year
- Developing the annual budget, and
- Conducting or overseeing the budgeting process

Objectives for Develop and maintain brand and reputation

By the end of this module, you will know developing and maintaining your brand and reputation requires you to:

- Identify the elements that support your organization's brand,
- Create profiles of your stakeholders,
- Develop components critical to your brand strategy, and
- Establish a crisis management protocol.

Objectives for Develop partnerships to achieve organization objectives

By the end of this module, you will know developing partnerships to achieve your organizational objectives requires you to:

- Determine potential partnership opportunities,
- Develop collaboration agreements,
- Establish communication plans with partners and
- Evaluate performance against your collaboration agreements.

Course Activities and Assessments, Participation and Grading.

During the 12-week time frame, you should be prepared to review the course materials, readings, and videos weekly and participate in activities or assignments to assess your comprehension and skill. You may work ahead to read future weeks and draft initial discussion board posts, but you must be active in the current week's discussion to receive participation points. You can find specific posting deadlines in each course.

Assessments and Activities (80% of the Course Grade): Each assignment has a rubric that outlines the grading criteria for assignments and activities.

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Breakdown of Assessment Points

There is a case study, two assignment worth a total of 80 points.

1. **Case Study (40 points):** The case study focuses on the student's ability to comprehend and apply principles that the competencies analyse current



2. financial state of the organization, develop a long-term business strategy, and develop an annual business plan cover.
3. Develop and maintain brand and reputation (20 points): Here, the emphasis is on the student's contributions towards developing and maintaining their organizations brand and reputation.
4. Develop partnerships to achieve organization objectives (20 points): Assesses the student's proficiency developing relationship.

Point Summary

The total score for the course is 100 points. To pass the course and receive a micro-credential in Establish Direction, students must score at least 60%.

Marking the discussion forum

Participation in online discussions is a vital component of the course, designed to enhance learning through collaborative engagement. Over the 12 weeks, students will encounter ten discussion prompts, reflecting key course concepts and current issues in the field. This component carries a weightage of 20 points in the overall course assessment, underscoring the importance of active and thoughtful participation.

Students earn a maximum of 2 points per discussion prompt: 1 point for submitting an original response and an additional point for commenting on another student's post.

Criteria for Awarding Points

- Original Responses:
 - Comprehensive and Well-Supported: Responses should thoroughly address the discussion prompt, incorporating relevant examples, experiences, or credible sources to support assertions.
- Comments on Peer Posts:
 - Constructive Engagement: Comments should contribute meaningfully to the discussion, offering insights, questions, or supportive evidence that enhances the dialogue.
 - Respectful and Collegial Tone: Interactions should maintain a respectful tone, fostering a positive learning environment conducive to an open exchange of ideas.



Course Schedule

Week	Topic	Activity
One	Introduction to Establish Direction	Discussion forum
Two	Introduction and Deep Dive into analyse current financial state of the organization	Discussion forum
Three	Introduction to develop a long-term business strategy	Discussion forum
Four	Deep Dive to develop a long-term business strategy	Discussion forum
Five	Introduction to develop an annual business plan	Discussion forum
Six	Deep Dive to develop an annual business plan	Discussion forum
Seven & Eight	Strategic Planning Case-Study	Case Study Assignment
Nine	Introduction to develop and maintain brand reputation	Discussion forum
Ten	Deep dive to develop and maintain brand reputation	Discussion forum Assignment
Eleven	Introduction to develop partnerships to achieve organization objectives	Discussion forum
Twelve	Deep dive into develop partnerships to achieve organization objectives	Discussion forum Assignment

For additional details, review your student handbook.