



FY24 – 28 STRATEGIC PLAN

1. Stand tall.

THEME: Ten16's foundation must be strong to support the current agency and have the margin to adapt, respond, and expand.

OBJECTIVES:

- To proactively address our infrastructure “pinch points” that hold back efficiency, effectiveness, the staff experience, and/or the client experience.
- To be THE preferred employer among mid-Michigan behavioral health/SUD providers, and one that is especially recognized for “growing its own.”
- To have a concrete succession plan that aligns leadership development for long-term organizational success.
- To maximize capacity-building funding opportunities.

2. Stand firm.

THEME: There is an abundance of need and opportunity to go deeper and wider with Ten16's impact in the communities it already serves, including replicating our community model (prevention, outreach, recovery housing & recovery center).

OBJECTIVES:

- To ensure all growth is balanced to protect the quality of programming.
- To strengthen the services for our communities by replicating our continuum of community-based services within our existing footprint.
- To establish manuals and methodologies to replicate Ten16 programming with fidelity consistently across communities.
- To explore supporting services addressing the social determinants of health of the existing client base.
- To explore solutions to address unmet needs for adolescents, families, and allies in our communities.
- To maximize funding streams and grants beyond PIHPs that support those impacted by SUD.

3. Stand together.

THEME: Ten16's culture is attractive & different, and it needs to be promoted to attract and retain talent.

OBJECTIVES:

- To effectively promote Ten16's values and culture to increase attraction of talent.
- To nurture organizational culture to increase staff engagement.
- To be THE preferred employer among mid-Michigan behavioral health/SUD providers and to be recognized for staff longevity and satisfaction.

4. Stand apart.

THEME: Ten16's philosophy and approach – our WHY & HOW – is what makes us different. We have an established, respected reputation that is different than the majority of SUD providers.

OBJECTIVES:

- To effectively market and promote how we stand apart from other providers.
- To consistently attract those who stand with our mission and want to do business with us/want services from us.

5. Stand out.

THEME: Ten16's continuum of care & systems approach to services is a unique organizational mindset that many communities are seeking.

OBJECTIVES:

- When invited, to explore opportunities to expand Ten16's footprint by replicating its core programming.
- To establish manuals and methodologies to replicate Ten16 programming with fidelity, including exploring the possibility of social franchising.