

New Dentist Value Showcase

	Dental Society:
Challenge:	
Name:	Dental Society:
Solution:	
Name:	_ Dental Society:
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Solution:	



New Dentist Value Showcase Strategy Brief Template

New Dentist Value Challenge
Identify the problem that we are trying to solve, including any trends or facts to support the challenge.
Describe what you would include in your new dentist value showcase
Briefly describe the member value resources or services that you'd include in your showcase
Who is the audience for your showcase? Be specific
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Market Segment Analysis
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What <u>external</u> obstacles might you encounter when building this value showcase?	
What outside events, activities have impacted the audience or ability to grow? What environmental	
influences such as cost of living, laws/regulations, acts of nature, etc. impact?	
What internal obstacles might you encounter when building this value showcase?	
What internal events, activities have impacted the audience or ability to grow? What challenges might	
affect the ability to proceed, such as governance structures, funding, leadership changes.	
Financial Implication / Revenue Potential	
What investment is necessary to achieve the goal? What revenue can be achieved?	
Key Stakeholders and Dependencies	
Internal (staff, volunteer agencies) and external (other organizations, partners)	
memai (stail, volunce) agencies) and external (street organizations, partners)	
Inclusion Check:	
Am I considering the perspectives that are needed? Are there any opportunities that I should consider?	
Are diverse perspectives represented in this work?	
Growth Assessment	
What must be in place to be successful? What are the risks to taking action or not taking any action?	
Milestones (Monitoring) and Deadlines	
What milestones exist? Are there any fixed deadlines or timeframes that must be met?	
The time to the time and the time and the time to the	
What is my vale? What is my payt stan?	
What is my role? What is my next step?	

