**What do we want CHWA NE to Look, Sound and Feel Like?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Strategic** | **Goal Orientated** | **Toolkit** | **Welcoming** | **S.M.A.R.T** | **Accessible** | **Collective Voice** | **Regional Voice** |
| Relevance – to reps and population members | Leading Leadership NE | expertise | Open to expansion | Work to benefit others | Engaging.Continuous.Two- wayMeetings | ChoirSolo and Chorus | Evidencing regional distinctiveness |
| Reflect national aims | Action focusses/ clear direction of travel | Knowledge Bank updated useful and accessible | All inclusive, welcoming and collaborative | Leading | Jargon FreeNon corporate | Many inputs, Once Voice | Northern Powerhouse like v southern loudness |
| Purpose-Clear what it is | De Centralised – Champions in different parts of the NE |  |  | Realistic about what we can achieve | Equal |  |  |
|  | TEAM Best Foot Forward |  |  | Promote value and worth | Good CommunicationRegular shared information |  |  |
|  | Economical of Time – Sharing Actions |  |  | Measurable impact/ sustainable | Funexciting |  |  |