2017-19 Strategic Plan at a Glance

**BUILD**
Continue to build foundational support for solopreneurs and microentrepreneurs

**Strategies:**
- Promote co-op models to generate collaboration and purchasing power.
- Strengthen support for business, tailoring services to specific stages.
- Explore high-tech and responsive adult learning models.

**DEVELOP**
Develop and strengthen the pipeline of scalable small businesses

**Strategies:**
- Using research, build expertise on high potential industries.
- Build capacity of business leaders who could take advantage of potential business opportunities.
- Invest in opportunities that strengthen the economic development system.

**RAISE VISIBILITY**
Strengthen and raise the visibility of NEON and its clients

**Strategies:**
- Increase earned and unearned media
- Create and execute a culture of continuous and never-ending organizational improvement using data management practices.
- Become a thought leader in sustainable economic development and social enterprise

**ESTABLISH REGIONAL MODEL**
Become a regional leader as a sustainable model for economic development in concentrated areas of poverty

**Strategies:**
- Recruit and develop staff, board and volunteers who reflect the community, expertise and experience necessary to drive the mission and vision of NEON.
- Develop infrastructure that will sustain the organization and provide room for growth.
- Preserve and build cultural and community competence