ICN Strategic Plan
2014-2018

ICN strategic intent
To enhance the health of individuals, populations, and societies by:
• championing the contribution and image of nurses worldwide;
• advocating for nurses at all levels;
• advancing the nursing profession, and
• influencing health, social, economic and education policy.

Core values, ICN is committed to:

Visionary Leadership:
Advancing and sustaining the nursing profession and its contribution to peoples’ health and public policy.

Innovativeness:
Being transformational, progressive, evidence orientated and solution focused.

Solidarity:
Working to place nurses and nursing as key contributors and essential partners in formulating and implementing public policy, systems design and services delivery.

Accountability:
Guaranteeing open, inclusive, transparent and informed decision-making and reporting.

Social Justice:
Achieving equity and equality for society and the profession.
ICN’s three Pillars are
Professional Practice, Regulation, and Socio-Economic Welfare

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| The global voice           | GOAL 1: To bring solidarity and cooperation across the profession in collaboration with other stakeholders. | • Develop and promote financial sustainability by implementation of toolkits and technical support that increases capacity of members to address key challenges.  
• Augment existing leadership programmes with resources to address NNA strengthening, financial management and leadership capacity building.  
• Increase leverage with WHO, World Bank, WTO, ILO, IOM, OECD and the UN agencies.  
• Promote and facilitate partnership within countries. |
| Strategic leadership       | GOAL 2: To provide strategic leadership to empower nurses and nursing organisations to advance nursing worldwide through coherent, efficient, effective and judicious advocacy by and for nurses, nursing and health. | • Participate in prioritised policy development groups in each of the three pillars of activity.  
• Profile evidence that establishing and enforcing standards and competences are critical to protecting the public, providing quality services and building responsive and transformative educational, regulatory and service delivery organisations.  
• Provide critical comment on policy documents wherever possible citing and promoting nursing and other research that helps advance our vision, goals and objectives either independently or in collaboration with others.  
• Improve the availability and use of ICN resource documents.  
• Provide expertise, actively and regularly in high-level international or regional health, education, social and economic policy events as the recognised and valued voice of nurses and nursing internationally. |
## Theme: Goal Actions Across the Pillars

### Policy Impact

**GOAL 3:** To influence the design and implementation of policy in health and in other related areas to achieve better health outcomes.

- Strengthen nursing presence in policy, practice, education, regulation and socio-economic arenas through visible influence and impact on global, regional and national agendas.
- Identify health, nursing, social, economic, technological and related trends relevant to the current and future direction of the practice and education of nurses and nursing.
- Promote the development and modernisation of profession led regulatory bodies and associated accreditation and processes.
- Promote nursing's contribution to health, education, social and economic policy change.
- Promote ICN positions through active intervention and advocacy by synergising with events such as International Nurses Day and other globally recognised events.
- Promote and assist NNA participation in country based policy meetings and groups.
- Provide research based evidence on the contribution of nursing to achieve patient safety.

### Diversification

**GOAL 4:** To identify, secure and diversify business and revenue generating opportunities to attain ICN goals.

- Facilitate the uptake of ICNP and derived products to support nursing practice and improve patient outcomes.
- Develop and review projects, networks and programmes aligned to ICN priorities that advance and enhance the contribution of nurses.
- Increase membership base.
- Increase and diversify ICN income sources.

## Strategic and Operational Cycle

- **ICN Vision, Mission, Values, Purpose and Objectives**
- **Global context**
- **Strategic plan**
- **Operational planning**
- **Achievements and performance reports**

Environmental analysis from NNAs, Board and various groupings

CNR, NNAs, Board and ICN Personnel
ICN Core business

- Supporting NNAs strengthening across the three pillars;
- Maintain best practices for responsible governance;
- Accountable financial management and income generation;
- Maintain ongoing relationships with internal and external organizations;
- Provide ongoing opportunities for global exchange;
- Evaluate and review current models, policies, processes and guidance so as to strengthen and enhance inclusiveness;
- Identify and disseminate and/or produce and maintain evidenced based up-to-date publications across all areas of work;
- Promote the contribution of nursing through enhancement of ICNP and the development and implementation of information and communications technologies and other innovations;
- Develop, maintain and promote up-to-date products such as ICN position statements, fact sheets, scans, website, etc.