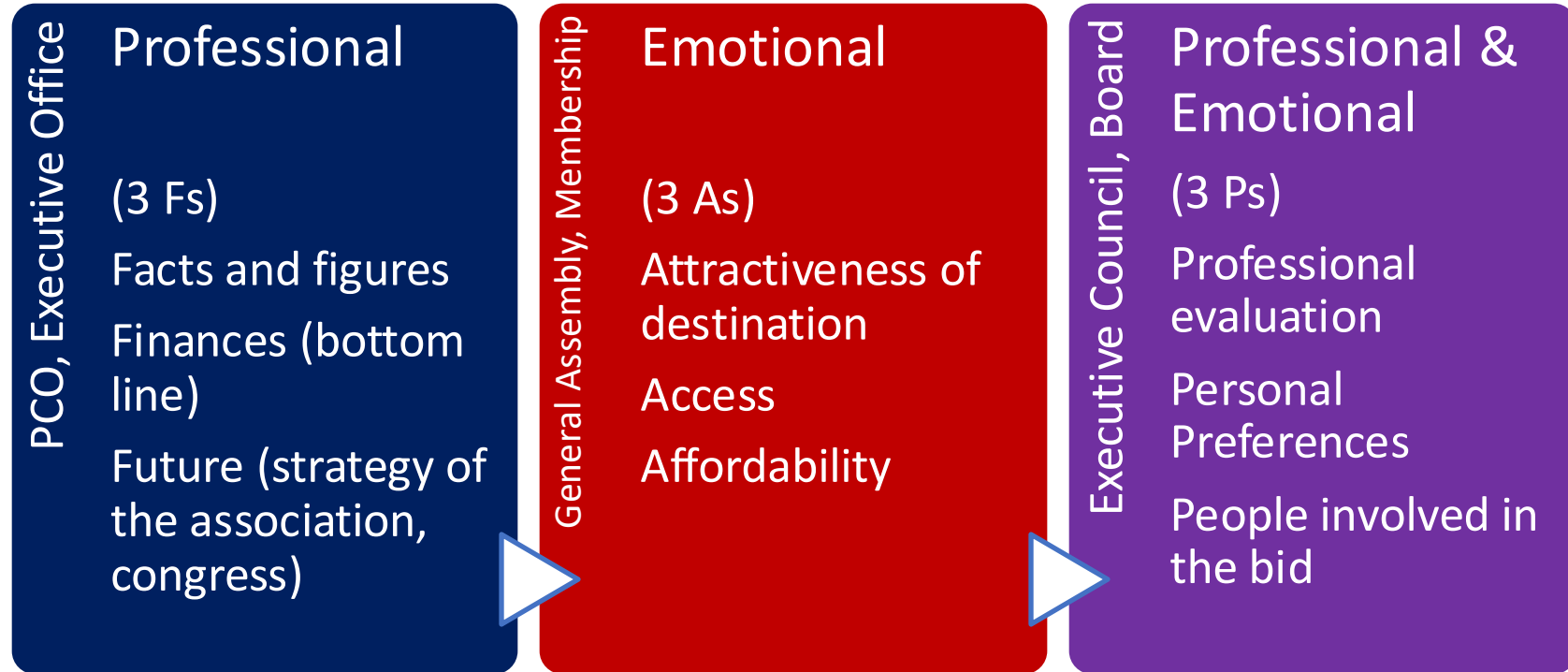


# What matters in our decision making?



# It's about impact

- Impact on the association
  - Membership & Finances
  - Furthering of our goals
  - Relevance
- Impact on the individual (delegate, sponsor, “patient”)
  - Impact on career and financial goals
  - Improvement of skills & techniques
  - Making a “difference”
- Impact on the destination
  - Economic impact
  - Furthering of destination's/government's/society's goals
  - Society's wellbeing

	Association	Individual (delegate, sponsor, “patient”)	Destination
PROFIT	Membership & Finances	Career & Financial Goals	Economic Impact
PROGRESS	Furthering our goals	Improvement of Skills & Techniques	Furthering of destinations/government’s/ society’s goals
PURPOSE	Relevance	Making a difference	Society’s wellbeing

