



What's Strategy Got to Do (got to do) with It?

Hey Team!

Strategic planning continues. Since our last Sweep, we've made more progress toward formalizing our Strategic Plan, which has two main parts: our **strategic goals** and our **vision**. What does this mean?

As 2021 is our 35th year in business, this is our next major milestone and target date to achieve our strategic goals. While we *always* have a strategy and goals, about every three years we take a few days to examine and revise them. Our *strategy* includes major, big picture goals that take about three years to achieve.

We will complete our strategy/goals overhaul this October. From there, we will have our updated strategy and goals that are due in 2021. Along the way, we'll have smaller goals to keep us on target.

Our *vision* is how we see ourselves achieving these goals; it is our theme for the next three years. In one way or another, everything we do connects to our strategy. That includes The Sweep, by the way. Ready to sweep through company updates in five minutes or less?

Your Help Needed: Vision and Online Support

Our 35-year vision slogan is due soon. We know we want to *Thrive in 35* - but how? Will we

Drive to Thrive in 35? Strive to Thrive 35? Simply, Survive and Thrive in 35? Help us out with your ideas [here](#).

Online support is more important than ever. Strengthen our online presence with your (and your clients' and caregivers') positive feedback in five easy steps:

1. Like Cooperative Home Care on Facebook.
2. Recommend Cooperative Home Care on Facebook.
3. Write a Google review (login to your Google account, search for Cooperative Home Care, click on Google reviews, click on write a review)
4. Share your ideas for blogs, upcoming events, and pictures with KristyAnn [here](#)
5. Testimonials! When someone says something good, please share that, too - and ask them to write reviews using these instructions.

Our August goals: **10 Facebook recommendations** and **5 new Google reviews!**

Upcoming Events:

**Sunday,
August 18th**

Mitch is old(er) day

**Tuesday,
August 20th**

STL carpet installation begins! STL people: plan to clear your desks by end of Monday.

**Monday,
September 2nd**

Labor Day! Plan ahead with your clients, caregivers, and customers



Under Construction Potluck

Friday's potluck hosted by the STL office was a culinary success! Thank you for your delicious dishes, and your delightful company.



Next Blog Series Coming Soon

Visit [our blog](#) regularly: strategically, we plan to churn out content like crazy. Our back-to-school blog series, "**How the Sandwich Generation Does It All (by Not Doing All of It)**" goes live by the end of this month. Blog ideas, suggestions, and comments are always welcome [here!](#)

Thank you for reading!