

2021

2025

# Strategic Planning For Way of Life Health Centers – Tunisia – Africa

The Strategic Planning for Health Centers Tunisia, Africa has been prepared to outline the values and vision, goals and mission of the Way of Life Health Centers along with a transition proposal in order to achieve it.

Prepared by:  
Odette Boily

For: Way of Life School of Health  
and Natural Remedies – Tunisia



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# Introduction - Strategic Context

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**Way of Life Association Inc.  
Association Mode de Vie Inc.**

**(10) Tunisian Better Living Centers  
Strategic Goals: 2021 - 2025**

## **STRATEGIC GOALS AND MISSION OUTREACH**

**S.M.A.R.T.**

**S - SPECIFIC**

**M - MEASURABLE**

**A - ACHIEVABLE**

**R - RELEVANT TO THE MISSION**

**T - TIMELY**

**Prepared by:**

*Odette Boily, President*

June 1<sup>st</sup>, 2021

“Ask of me, and I shall give thee the heathen for thine inheritance, and the uttermost parts of the earth for thy possession.” Psalm 2:8.

"When the cities are worked as God would have them, the result will be the setting in operation of a mighty movement such as we have not yet witnessed." Medical Ministry, 331.

“As religious aggression subverts the liberties of our nation, those who would stand for freedom of conscience will be placed in unfavorable positions. For they own sake, they should, while they have opportunity become intelligent in regard to disease, its causes, prevention and cure.  
And those who do so will find a field of labor anywhere.”  
E.G. White, Counsels on Health, 506.

## I. GOALS FOR 2021 – 2025

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To Establish Better Living Centers

### Tunisia Largest Cities – Population

| Rank | City                                      | Population                | Governorate               |
|------|---|---------------------------|---------------------------|
| 1    | <a href="#">Tunis</a>                     | 638,845 <sup>[1][2]</sup> | <a href="#">Tunis</a>     |
| 2    | <a href="#">Sfax</a>                      | 330,440                   | <a href="#">Sfax</a>      |
| 3    | <a href="#">Sousse</a>                    | 221,530                   | <a href="#">Sousse</a>    |
| 4    | <a href="#">Ettadhamen</a> <sup>[3]</sup> | 142,953 <sup>[4]</sup>    | <a href="#">Ariana</a>    |
| 5    | <a href="#">Kairouan</a>                  | 139,070                   | <a href="#">Kairouan</a>  |
| 6    | <a href="#">Gabès</a>                     | 130,984                   | <a href="#">Gabès</a>     |
| 7    | <a href="#">Bizerte</a>                   | 136,917 <sup>[5]</sup>    | <a href="#">Bizerte</a>   |
| 8    | <a href="#">Aryanah</a> <sup>[3]</sup>    | 114,486 <sup>[4]</sup>    | <a href="#">Ariana</a>    |
| 9    | <a href="#">Gafsa</a>                     | 105,264                   | <a href="#">Gafsa</a>     |
| 10   | <a href="#">El Mourouj</a> <sup>[3]</sup> | 104,586                   | <a href="#">Ben Arous</a> |

## **Plan of Action**

To reach through Gospel Medical Missionary Evangelism (10) large cities by establishing:

### **1. Better Living Center leased in each mentioned city through:**

Vegan restaurant – serving over 70% raw foods and juicing

Conference Room

Better Living Center

Health Food – Natural Remedies

### **2. Small Better Living Center to be purchased in the Country:**

For manager, trainees, elderly and guests, organic agriculture and small industries

### **3. Teaching:**

- **12** Steps to Health **6** Natural Remedies
- **10** Commandments **4** Food Groups
- **8** Laws of Health **2** Natures of Man

### **4. Material and Visual Aids**

Sanctuary    True Education    Health Message    Bible Prophecies

### **5. Schedule**

Based on the Biblical Calendar of Holy Days and Biblical Weekly Sabbaths

## II. CONDUCTING AN ENVIRONMENTAL SCAN

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Factors inside and outside of our organization that might impact on the achievement of our goals

### **Factors +**

### **Factors -**

Spiritual: Faith/Trust in God

Lack of faith

Cultural: Make known the purpose – educate

Lack of education

Prejudice

Lack of discretion

Economic: New Training Programs  
Become self-supporting

Lack of funds

Community: Receptive to concepts

-

Political: Meet all requirements: license, registration

-

Resources: Manpower – being established / trained  
Connection – well perceived by the public

Areas of Strength: Long time established  
Good, dependable employees  
Management experience  
Understanding the mission  
Further development of project

### III. VALUES

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**a. Values that form the foundation of our organization**

**b. Organization beliefs about each value**

**Personal Values**

“We believe in values based on biblical principles namely: truthfulness, integrity, transparency, freedom of expression, freedom of conscience, freedom of religion, upholding all the biblical statutory laws and sanctuary teaching.”

“We believe in educational values based on health principles such as: character development, knowledge of anatomy (body structure), physiology (body functions) for the well-being of the body, the brain nerves and the mind by applying and teaching the 8 Laws of Health, principles of nutrition and natural ways of caring for the body in case of sickness.”

**Relational Affirmation**

“We believe that all levels of society are worthy of our organization services: poor or rich alike, healthy or sick, addicts, prison inmates, schools, churches, persons of all religions, non-believers, relating to all by applying the personal values expressed above.”

**Relational Involvement**

“We believe in being involved and reaching to all these levels of society for the past 39 years, continuing to apply and improve basic personal values and educational knowledge.”

**Relational Empowerment**

“We believe in offering training, true education and support to all these different levels of society, everywhere, since health and well-being touch all levels of humanity and by reflecting more and more the basic values, principles and talents to uphold and encourage all.”

**Organizational Values**

“We believe in the objects of our organization that mandates us to meet professional on-the-job training requirements, mentorship, administration, community services, educational health lifestyle programs, entrepreneurship, self-development and self-employment through the venues of vegan restaurants and health centers in the cities and health centers in the country.”

## IV. TARGET GROUPS AND STAKEHOLDERS

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### A. Direct target groups of our services, programs and activities

### B. Stakeholders of our organization

#### DIRECT TARGET GROUP

- **Restaurant**

Anyone, young or old appreciating vegan food or want to become vegan.

Anyone, young or old suffering from diseases and who need a change of lifestyle.

People wanting: bible studies, weekend conference and seminars.

- **Conference Room**

To be used by groups, churches, for seminars, bibles studies, children programs.

- **Treatment Room**

Used for trainees, massage and hydrotherapy classes, treatments, small gatherings.

- **Center in the Country**

To receive clients, agents, trainees and basic country living, gardening, small industries.

- **Greenhouse Produces**

Sold to restaurants, at farmer markets

#### STAKEHOLDERS

- Community at large, tourists, investors; those who may want to copy the whole program idea and join the expansion program throughout Tunisia and throughout Africa; those who will work directly with Way of Life Association Inc. and will meet the requirements of the Corporation as set by an Executive Committee and as approved by the Board of Directors of Way of Life Association Inc.



## V. **SERVICES AND NEEDS**

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### A. **Services offered to our target groups**

- **Education and Training**
  - Vegan Restaurant & Health Center (city)
  - Better Living Center (country living)
  - Good Food Box – Organic Products
  - Health Seminars
  - Nutrition Class
  - Natural Remedies Class
  - Health Evaluation
  - Homeschool and Tutoring Programs
  - Bible Classes
  - Info-Club – Present events
  - In-Home Services
- **Professional Development**
  - Facilitating Skills Workshop
  - On-the-job Training Program
  - Self-Supporting Program
  - Opening of other Centers based on model
  - Basic Country Living

### B. **Unmet needs within our target groups**

- In the coming years (2021-2025) the plans are to offer more of the above education and training services which will lead to meet the needs of clients wanting to acquire knowledge through these seminars, hand-on treatments for the sick and sufferings and health evaluation for those who wish to change their lifestyle.
- Services offered in the professional development section through on-the-job training program and self-supporting program are to lead to the expansion of more Better Living Centers in Tunisia. Some of these services are presently available and the target group of investors and agents are being reached and contacted.

### C. **Services of our organization**

Way of Life Association Inc. – Association Mode de Vie Inc.

[144000teachers@gmail.com](mailto:144000teachers@gmail.com)

[www.144000teachers.org](http://www.144000teachers.org)

## VI. VISION

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**Difference our services will make in the lives of our target groups in the future if we are effective in delivering our service.**

“We, at Way of Life Association Inc. want to offer the best and most advanced educational and tangible services to educate on health at all levels, create an awareness where lifestyle change may be necessary, to meet present day needs: physical, mental, spiritual, social.

## VII. MISSION

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- **Primary Purpose of our organization**

Educate, prepare, train and be ready for upcoming challenges whether personal, social or international.

- **Strategic Outcomes**

Outcomes we want our target groups to receive from the delivery of each of our services.

| <b><u>Services</u></b>          | <b><u>Outcomes</u></b>  |
|---------------------------------|---|
| <b>Education</b>                | Health Awareness<br>Willingness to change<br>Health Benefits<br>Opening of the mind<br>Reachable/Accept<br>Willing and able to help others<br>Prepared and ready to meet<br>upcoming social, international events |
| <b>Professional Development</b> | Willingness to invest \$, time and talents<br>Major expansion:<br><b>( 10 )</b> Better Living Centers   |

## VIII. PRIORITIES AND GOALS

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Services we want to give priority attention to in the next 4 years: 2021 – 2025

### Priority Services

### Programs/Activities

#### **Educational**

Offer more training program  
Increase treatment room program  
and services  
Reach out to more clients

- **Strategic Goal Statement (2021 – 2025)**

“We at Way of Life Association Inc. will focus on developing these new educational programs/activities as our strategic goals for 2021-2025, in order to deliver the best educational services without neglecting those who are already in place as listed in this document.”

#### **Professional Development**

Facilitating Seminars and  
Workshops  
On-the-job Training Programs  
Self-Supporting Programs  
Opening of (10) Centers in the city  
and basic Country Living

- **Strategic Goal Statement (2021 - 2025)**

“We, at Way of Life Association Inc. will focus on expanding these professional development programs/activities as our strategic goals for 2021 to 2025 in order to deliver as broadly and most effectively as possible the vision of Way of Life Association Inc. and its mission statement.”

#### **Tanzania Capital/City/Mission Goal**

To open a Better Living Center in **the largest city of Tunisia.**

To open a Vegan restaurant (70% raw and juices), Conference Room and Treatment Room in the cities and Better Living Centers in the country.

- Facility and Financing to be secured
- Forecast Budget available upon request
- Set up rules and regulations **modelled** after Franchise business **though not** a Franchise.

## **CONCLUSION**

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As expressed by our Motto:

### **STRATEGIC GOALS AND MISSION OUTREACH**

#### **S.M.A.R.T.**

**S – SPECIFIC**

**M – MEASURABLE**

**A – ACHIEVABLE**

**R – RELEVANT TO THE MISSION**

**T – TIMELY**

We, at Way of Life Association Inc., believe these goals and mission outreach can be achieved by His grace and approval and the support of those who believe the time is near of His Second Coming. As architects and designers do, let us follow the Blueprint: it is specific, measurable, achievable, relevant to the Mission and timely.

Prepared by: Odette Boily

President

Way of Life Association Inc., 1982

Association Mode de Vie Inc.

June 1<sup>st</sup>, 2021