Blue Faery: The Adrienne Wilson Liver Cancer Association

General Operating Principles

November 7, 2023

Summary
The Strategic Objective (SO) is the blueprint of our business, stating who we are, what we do, and why we do it. The SO governs our General Operating Principles (GOPs), which serve as our foundation. The GOPs help us make the best decisions, and they govern the Working Procedures (WPs). While the SO and GOPs are more static, the WPs are step-by-step directions on how to perform specific tasks. They are more fluid and will change whenever necessary.

Patients and families are our top priority. We produce high-quality programs and commit to outstanding service. We ensure everything we do is free and accessible for patients and families.

Anyone can learn how to advocate for their health. We empower patients and families to become advocates for themselves by teaching with compassion, providing realistic hope, and listening without judgment.

Stories are more important than numbers. While numbers matter, we understand stories are more powerful because people remember them, and everyone has a story.

Mission matters. We seek dedicated, mission-driven people who want to make a real difference in the world. Building a community of like-minded people expands our reach and changes more lives.

Give before asking. We lead by example, so we give before asking others for their money, time, or expertise.

Don't think like a charity; think like a business. We aim for profitability and growth year over year and think creatively about increasing and sustaining our revenue. Innovation is in our DNA.

Don't chase the money. We consciously collaborate with partners who align with our mission and values and recognize that not every funding opportunity benefits us.

Technology and systems are our friends. As a remote workforce, we embrace technology and use systems to be cost-effective, efficient, and consistent.

Be proactive. We empower people (e.g., employees, volunteers, vendors) to make decisions with minimal supervision and trust they will execute to the best of their ability.

Fail forward. We learn from our mistakes by asking for help, being receptive to feedback, and getting comfortable with being uncomfortable.

Growth is necessary. We encourage professional development by providing learning opportunities and ongoing mentorship because every person is teachable.
People are not mind readers. We communicate honestly with radical transparency by asking people about their top priorities and Work Love Language (WLL). And we treat others the way they want to be treated.

First impressions matter. We acknowledge that others will judge us; therefore, we must always reflect the company in the best possible light.

Time is our most valuable resource. We understand no one recovers lost time. Therefore, we use Covey’s Time Management Matrix to determine, recognize, and execute our top priorities.

Follow the Four Agreements: 1. Be impeccable with your word, 2. Don't take anything personally, 3. Don't make assumptions, and 4. Always do your best.