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Rockford Regional Health Council Hires MDM Consulting for Strategic Planning

ROCKFORD, III.– Former Rock Valley College President, author and president of MDM Consulting, Mike Mastroianni, facilitated a strategic planning session for the Rockford Regional Health Council to direct the organization’s activities for the next three years.

“What I really appreciate is Mike Mastroianni’s ability to understand our vision and move our leadership team to think differently and articulate where we’d like the organization to go,” said Rockford Health Council Executive Director Becky Cook Kendall. “He does it in a collaborative, objective way infused with humor to keep it engaging,” said Rockford Regional Health Council Executive Director Becky Cook Kendall. Mastroianni used a new strategic planning process called “Appreciative Inquiry.”

"Appreciative Inquiry takes participants through four phases," Mastroianni said. "Unlike traditional SWOT analysis, this process focuses on the positive and helps attendees build on what is going well. The result is affirmation statements and goals in key areas that help the organization move in the same direction. Creative goals are later set to accomplish those tasks."

Mastroianni has been conducting “Appreciative Inquiry” strategic planning sessions for organizations throughout the region. His firm, MDM Consulting, provides individualized executive and management coaching, consulting and strategy support to help regional businesses thrive. He consults with a variety of companies in the Northern Illinois region in the following areas:

- Leadership development
- Management and supervisory training
- Executive and management coaching
- Human resources extension and support (policy development,
- selection and search, labor relations, employee relations)
- Survey and corporate culture development
- Behavior skill development

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MDM Consulting provides assistance to business leaders in the areas of leadership development, management and supervisory training, executive and management coaching, human resources extension and support (policy development, selection and search, labor relations, employee relations), survey and corporate culture development, and behavior skill development. MDM Consulting has worked with large and small businesses, family businesses, educational, healthcare and non-profit organizations. www.mdmbusinessconsulting.com