

# Navigating Strategic Horizons

## Organization Profile

**Name:** Modern Woodmen of America

**Industry:** Life insurance & financial services

**Website:** [www.modernwoodmen.org](http://www.modernwoodmen.org)

Modern Woodmen of America is a member-owned fraternal financial services organization. Modern Woodmen exists to improve quality of life for its 700,000+ members and the communities where they live, work and play. They do this through financial guidance and social, educational, and volunteer activities. Modern Woodmen has \$17 billion in assets and \$2.4 billion in surplus.



"Validating your business strategy and aligning it with your resources, infrastructure, budget, and timeline is essential to increase your probability for success. Balanced Growth has assisted Modern Woodmen with this validation process on multiple occasions to allow Modern Woodmen to successfully execute and carry their vision forward."

## Creating Strategic Insights

Balanced Growth has worked with Modern Woodmen since 2012 on an array of operational, technology and strategic initiatives.

This year, Modern Woodmen is embarking on a long-term strategic planning process. The organization asked Balanced Growth to provide insights as an input to the strategy and to participate in the annual board retreat.

BG reviewed background information and conducted interviews with Modern Woodmen's management team and key leaders to develop an up-to-date understanding of current challenges, priorities, and plans. BG also interviewed members of the Modern Woodmen's Board of Directors to gain an appreciation of perspective each individual's view on the future of the organization.

BG facilitated sessions at the retreat to work directly with the board on key strategic items, including:

- Discussing and clarifying the role of the board relative to long-term strategic planning.
- Creating organizational alignment among the board and with executives, leaders and associates.
- Strengthening the articulation of Modern Woodmen's value proposition as a potential differentiator in the marketplace.
- Pursuing a balanced set of priorities to achieve growth goals while addressing infrastructure needs to support the aspirations of the organization.



**Jerry Lyphout**

President and CEO  
Modern Woodmen of America

A well-structured and facilitated board retreat can result in a more cohesive, engaged, and strategically-thinking board that contributes to the success of the organization. It allows for in-depth discussions and relationship-building that might not be possible during regular board meetings. Additionally, it creates a space for innovative thinking to help advance the organization's strategic initiatives.

# Navigating Strategic Horizons

## The Results of the Board Retreat

Throughout the Board Retreat, the team sought to advance Modern Woodmen's mission and create value driven by a shared purpose. The output of the retreat established a strong foundation for the organization's long-term strategy. Together, Balanced Growth and Modern Woodmen facilitated a productive retreat creating a path forward that will lead to a bright future!



*The Board Retreat was hosted in the beautiful setting of Galena, Illinois.*

## Long-term Partnership

Balanced Growth began serving Modern Woodmen of America in 2012. While the Board Retreat was the most recent initiative, this collaboration has covered a variety of projects, including:



**Key Performance Indicator (KPI)  
System Design**



**Enterprise Program  
Management**



**Business Process Design**



**Project Management**



**Organizational Design**



**Strategic Planning**



**Enterprise Architecture**



**Executive Advisory  
Services**

The mission of Balanced Growth (BG) Consulting is to create enduring value for organizations that are driven by purpose and profit. To fulfill this mission, BG specializes in strategy, operations and innovation in the Insurance, Financial Services and Healthcare sectors. We pride ourselves on collaboration with client leaders and teams. Together we design, implement and accelerate high-impact strategic, operational, technology and innovation initiatives.

*Learn more at [BalancedGrowth.com](https://www.BalancedGrowth.com)*