



Vision with action can change the world

At the last agency wide business meeting of 2005, our presentation focused on the strategic plan and the changes it will bring to the agency – changes that will determine the future of RRHA! This plan will move staff and residents into an aggressive direction of hope and success.

Not only did you meet the new leadership team that will spearhead the strategic plan initiatives by guiding the way, you were given a charge...

Staff was empowered to take a strong leadership role by becoming Ambassadors. With this approach we must all share the same vision, commitment and enthusiasm. We must carry a message and mission into our communities that this is *a new day for our communities and exciting things are underway!*

But it will take more than just your words and ideas to make this Strategic Plan a success; it will take your individual efforts. From the first stages of planning and research and the launch of the initiatives in the first phase to roles in upcoming projects, work must be done with efficiency and a sense of fiscal responsibility foremost in our minds.

We are ALL stakeholders in the success of RRHA!

Your day-to-day duties will bring this plan to life! Your work and the plan are one in the same –not two separate entities!

The rent that you collect, the vacant units that you return to the rent rolls, the payments you process for our vendors, the assistance you provide to a landlord, the family that you help achieve homeownership –those daily activities are all a part of the strategic plan. These daily activities will help us meet the goals of the plan.

This helps RRHA to gain a reputation of being efficient, professional and dedicated to providing the best services to internal and external clients. In turn, businesses and community and government leaders will trust us to take a more active role in developing our neighborhoods and the City of Richmond.

Our leadership team can't move us closer to becoming a powerful force for change in Richmond

alone; it will take the efforts of each of us.

It will take us being ready for change and continuing to evolve in order to create a sense of trust between residents, staff and co-workers throughout RRHA and the stakeholders of our organizations.

We need the leadership, dedication and work of each of you. Leadership is individual – it's collective – it's sacrifice – it's fearlessness, it's discipline – all of which will allow us to achieve -- together.

Today is the day to begin to plan how your work will contribute to us achieving the Strategic Plan goals and shaping the future of RRHA.

What can you do?

- Manage data effectively, be accurate in your work (1 hour of staff time wasted a day = 1.125 million dollars a year). Just think of what we could do with those extra dollars by working more smartly!
- Continue to enhance skills with continuing education (through the RRHA University)
- Think of residents as customers and provide only the highest quality customer service
- Become more knowledgeable about the agency in areas unrelated to your field
- Operate strategically in your daily activities
- Make a commitment to making a difference at RRHA

You have already made a great start but we have much farther to go. Thank you for your commitment to our vision – your commitment to action.

Tell us your story!
How does your position play a role in the implementation of the Strategic Plan?

*Send comments to Director of Communications
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