



Growth. Values. For Life.



**About the Center for Strategic Planning
Founder and CEO, Christina Drouin**

Speaker, author, and strategy consultant Christina Drouin advises nonprofit organizations on all matters of strategy. She is known for her innovative work in adapting business models, principles, and practices to nonprofit settings. Over the past two decades, she has facilitated hundreds of strategic planning and change initiatives that have impacted thousands of people, with a special focus on PK-12 independent schools and mission-driven humanitarian and/or religious organizations.

Ms. Drouin is the author of three National Association of Independent School books: *The Strategic Process: 10 Steps for Planning Your Independent School's Future*, *NAIS's Marketing Independent Schools in the 21st Century* and *A Trustee's Primer on the Strategic Process*. She is also the author of several NAIS Leadership Series Advisories on Financing Sustainable Schools and can be heard on their related podcasts. Ms. Drouin is a Council for the Advancement and Support of Education (CASE) Circle of Excellence Gold Medal Award Winner for Advertising and served on NAIS's Admission and Marketing Committee.

A familiar face at national conferences, Ms. Drouin is an experienced session leader and speaker on Board development, strategic marketing, and strategic planning for twenty years. She has earned CASE's Stellar Speaker Award multiple times.

Christina's education includes a Bachelor of Arts Degree in English and Secondary Education from Framingham State College and graduate work at Boston University's School of Public Communication.

Prior to opening her consulting practice in 2000, Ms. Drouin worked in the field of education as a high school teacher and an independent school administrator. In 2016 she launched a new consulting and coaching division – Mission Vision Coaching – making available to individuals and small groups her proven values-driven and mission-focused strategic planning model. In 2020 Christina published two personal strategic planning books: *Dear God, Where Do I Go from Here? A Course in Sacred Journey Mapping* and *Sacred Journey Mapping Bonus Workbook*.