



One Vision, One Mission.

The ANA Enterprise is a family of organizations that includes the American Nurses Association (ANA), the American Nurses Foundation (Foundation), and the American Nurses Credentialing Center (ANCC). Our three organizations work together to achieve our shared vision, mission, and values.

The **ANA Enterprise 2023–2025 Strategic Plan** puts our shared vision, mission, and values into action to allow the ANA Enterprise to be a true catalyst for creating a healthy world and leading the nursing profession to shape the future of nursing and health care.



VISION

A healthy world through the power of nursing.



MISSION

Lead the profession to shape the future of nursing and health care.

VALUES



TRUSTED

We act with integrity, respect, transparency, and humility in all we do.



INCLUSIVE

We embrace the uniqueness of every individual, including diversity of thought, as we work collaboratively to bring our very best.



INNOVATIVE

We are creative, nimble, open to change, and we will never stop striving for excellence.



EMPOWERED




We choose to see it, own it, solve it, and do it, through shared decision-making, optimism, and joy.

Goals and Objectives

The ANA Enterprise 2025 Strategic Plan represents priorities and areas of focus in support of America's 5 million registered nurses.¹



Elevate the **Profession** of Nursing Globally

-  Lead the nursing profession to improve health through practice, advocacy, equity, innovation, and philanthropy.
-  Lead, evolve, and promote standards of excellence, recognizing exemplary nurses and settings where they practice.
-  Lead and promote the value of nursing's impact on health and society.






Evolve the **Practice** of Nursing to Improve Health, Health Care, and Health Equity

-  Advance diversity, equity, inclusion, belonging, and anti-racism to improve nursing practice and work environments.
-  Engage and support social justice in nursing to address inequities in health and care delivery.
-  Enhance nurses' ability to innovate and lead in dynamic, disruptive, and complex practice environments.



Ensure the Professional Success of **Nurses**

-  Magnify nurses' voices and advocate to overcome barriers to personal and professional success.
-  Design, advance, and implement innovative solutions to meet the needs and priorities of nurses.
-  Co-create holistic approaches for nurse well-being with nurses and strategic partners.



Enablers: People, Core Values, Financial and Operational Excellence

#1 Trusted profession for 20+ years. 79% of Americans rated nurses' honesty and ethical standards as "high" or "very high".²