

IABC Strategy “in a page”

2012 - 2015

VISION	IABC is the preferred community and resource for communication professionals working in diverse industries and disciplines across the globe.			
STRATEGY	Focus on three fundamental building blocks of content, career and business in order to deliver greater value to members, while engaging with and influencing the wider business community to build the value of IABC and the communication profession.			
STRATEGIC PRIORITIES	Build and enhance the value of IABC-offered content	Develop roadmap(s) of the communication career continuum	Raise awareness of IABC as the definitive communication community and resource	Preserve and grow IABC’s financial health
Why	<ul style="list-style-type: none"> IABC helps members succeed in their jobs and careers IABC is the definitive resource for communication excellence tools, practices and research 	<ul style="list-style-type: none"> IABC helps members succeed in their jobs and careers IABC is relevant to communication professionals at all stages of their careers 	<ul style="list-style-type: none"> IABC stakeholders know, understand, commit and contribute to the success of the association IABC is a leading advocate for the communication profession and its value 	<ul style="list-style-type: none"> IABC is a thriving association with the resources and influence to serve its members and lead the profession over the long-term
How	<ol style="list-style-type: none"> Identify, define and support standards of the profession Focus on member content relevancy – disciplines, career continuum, geographies and cultures Broaden scope and delivery of content by leveraging chapters, regions and partnerships 	<ol style="list-style-type: none"> Identify, define and support standards of the profession Develop/match learning and development programs to the career roadmap(s) Define/develop professional achievement and recognition at targeted levels of the career continuum 	<ol style="list-style-type: none"> Identify, define and support standards of the profession Leverage IABC content and professional development programs to build the IABC brand Engage and influence the wider business community to strengthen IABC’s credibility and voice 	<ol style="list-style-type: none"> Embed an operational efficiency/ROI mindset and action orientation for all new and existing programs Analyze market opportunities globally and match our offerings to improve the relevancy and global reach of IABC Utilize key metrics to track progress and inform decisions

Define the road map(s) of the career continuum for a communication professional.

Identify and define and support standards of the profession

1. Focus on member content relevancy – disciplines, career continuum, geographies and cultures
2. Broaden scope and delivery of content by leveraging chapters, regions and partnerships

1. Develop/match learning and development programs to the career roadmap(s)
2. Define/develop professional achievement and recognition at targeted levels of the career continuum

Leverage IABC content and professional development programs to build the IABC brand

Engage and influence the wider business community to strengthen IABC's credibility and voice

Build and enhance the value of IABC-offered content

Raise the awareness of IABC as the definitive source for certified programs and professionals.

1. Embed an operational efficiency/ROI mindset and action orientation for all new and existing programs
2. Analyze market opportunities globally and match our offerings to improve the relevancy and global reach of IABC
3. Utilize key metrics to track progress and inform decisions

Preserve and grow IABC's financial health