

# #IABC1720 Strategic Framework

We aim to advance the profession, create connection and develop strategic communicators through a proactive approach to thought leadership and by enabling communicators to prove their impact on the organizations they serve using insights and results.

## VISION:

Professional communicators at the heart of every organization.

## PHILOSOPHY:

We pledge to

- Represent the global profession.
- Foster a diverse community.
- Focus on insights and results.
- Honor our Code of Ethics.

We will achieve this by being open, contemporary and professional.

## VALUE PROPOSITION:

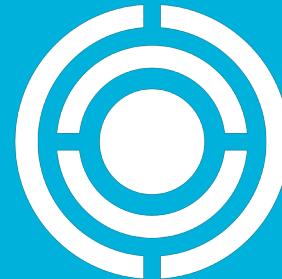
IABC is the only global association connecting me with the people and insights I need to drive business results.

## PURPOSE:



### ADVANCE PROFESSION

Advance awareness of communication as a strategic leadership function, demonstrating its impact on business performance.



### CREATE CONNECTION

Create global peer connections, facilitating ways for practitioners to interact and support each other.



### DEVELOP STRATEGIC COMMUNICATORS

Develop opportunities for learning, leadership and recognition to help communicators become trusted business advisers.

## The IABC International Executive Board uses these questions to evaluate any new initiatives:

- Does this support our purpose?
- Does this enhance the member experience?
- Does this help align, develop or engage leaders?
- Does this advance organizational excellence?

## My Chapter Game Plan

**Value Proposition:** IABC is the only global association connecting me with the people and insights I need to drive business results.

1.) What is the number one challenge my chapter is facing right now? (or our portfolio of products?)		
2.) Ideas to help my chapter overcome this challenge:		
How can we <b>Advance the Profession</b> locally?	What are the best ways to <b>Create Connection</b> ?	How can we <b>Develop Strategic Communicators</b> ?
1.	1.	1.
2.	2.	2.
3.	3.	3.
3.) Budget & other resources: (What do we think it will cost? What are other budget considerations? Is there a sponsorship opportunity? What about the volunteer time needed?)		
4.) Top three ideas from the list above to implement this year:		
1.		
2.		
3.		

## My Chapter Game Plan continued

**Value Proposition:** IABC is the only global association connecting me with the people and insights I need to drive business results.

5.) Implementation: (How will we make this happen?)		
Objectives (What do we want to achieve?)		
What are the roadblocks and how will we address them?		
Strategies (How will we achieve each objective?)	Tactics (What will we do to execute each strategy?)	Metrics for Success (How will we know we achieved it?)
6.) Results: (A year from now, what outputs, outcomes and outtakes would we like to be different?)		