VISION
Be indispensable to the successful practice of corporate real estate globally

CORE STRATEGIC PRINCIPLES

1. CoreNet Global focuses primarily on products and services that advance the practice of corporate real estate.

2. CoreNet Global will support companies and individuals in their desire to strengthen the practice and understanding of corporate real estate’s value to the enterprise.

3. CoreNet Global will be timely, innovative, creative, flexible and adaptable in meeting the needs of its stakeholders globally.

4. CoreNet Global will maintain a global brand while remaining respectful to local customs, culture, business and economic practices.

5. CoreNet Global will make a positive contribution towards a sustainable future.

6. CoreNet Global will partner and/or compete with other organizations to achieve its strategies.
MISSION
To advance and support the practice of corporate real estate globally

CORE VALUES

1. CoreNet Global members, staff, volunteers and other stakeholders are professional, courteous, respectful, ethical and accountable in their actions and behaviors.

2. There is a spirit of volunteerism, teamwork, cooperation, and camaraderie in all that we endeavor.

3. The staff-volunteer partnership is powerful and vital to the success of the organization.

4. The organization fosters a sense of community and collaboration that facilitates individual growth and helps advance the corporate real estate profession.

5. CoreNet Global values and cultivates diversity and inclusion in its membership, programs, and all endeavors.
CoreNet Global (CoreNet) is dedicated to advancing the practice of corporate real estate globally. All CoreNet members, by virtue of their responsibilities within the profession, shall espouse and practice the upmost standards of ethical practice, as embodied in CoreNet's Mission and Core Values, both as individuals and members of CoreNet.

All CoreNet members, attendees and participants engaged in CoreNet activities shall comply with CoreNet's Statement of Professional Conduct. In addition, CoreNet members shall represent their employer and profession to the public, by personal example and conduct. All CoreNet members therefore have a duty to faithfully adhere to the highest standards and conduct in:

- Their verbal and written words and actions, embodying respect for truth, honesty, fairness, integrity, and the opinions of others, treating all with equality and dignity;

- Their respect for all individuals without regard to race, color, gender identity, sexual orientation, religion, national origin, disability, age or any other characteristic protected by applicable federal, state or governing laws;
CORENET GLOBAL
STATEMENT OF
PROFESSIONAL
CONDUCT

CODE OF CONDUCT (continued)

• Their encouragement and active participation in career development for themselves and others whose roles include corporate real estate or support for corporate real estate functions, and to share their knowledge and experience with others as appropriate;

• Their continuing effort to collaborate pursuing new ideas for the benefit of the profession;

• Their compliance with applicable federal, state or governing laws, and all CoreNet policies and procedures as a standard of personal conduct, in addition to full adherence to the policies and procedures of their institution, employer, or other entity; and.

• Their pledge to adhere to this Statement of Professional Conduct, and to encourage others to join them in observance of its guidelines.

Violation of or failure to adhere to the Code of Conduct may result in retraction of membership and/or future engagement with the Association.
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OVERARCHING STRATEGY
Be an inclusive, experience-driven association with a trusted engagement platform for learning, sharing, creating and advancing

FY24 STRATEGIC FRAMEWORK

- Develop and launch CRE 2030 research project
- Grow talent development resources
- Develop and launch ESG Certificate
- Explore career coaching opportunities
- Strengthen sales platform
- Enhance DEI/employee experience certificate programs/content
- Model and demonstrate greater inclusivity, accessibility
- Explore career coaching opportunities
- Grow talent development resources
- Develop and launch ESG Certificate
- IT: Phase II ecommerce, website and app
- Enhance connectivity of QPCR program
- Increase member profile data
KEY PERFORMANCE INDICATORS

MEMBER PERSPECTIVE
- Growth
- Retention
- Profile
- Composition
- Pipeline

PARTICIPATION PERSPECTIVE
- Corporate/Strategic Partners
- Global Summits
- MCR/QPCR
- Member Engagement
- Certificate Programs

SATISFACTION PERSPECTIVE
- Members
- Participants
- Boards
- Chapters
- Employees

FINANCIAL PERSPECTIVE
- Revenue
- Operating Income
- Reserves
- Cash

VISION
Indispensable Resource

STRATEGIC PLAN