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.
Mission
To advance and support the 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.
FY23 STRATEGIC FRAMEWORK

Vision: Be indispensable to the successful practice of corporate real estate globally

Mission: To advance the practice of corporate real estate

Overarching Strategy
Be an inclusive, experience-driven association with a trusted engagement platform for learning, sharing, creating and advancing.

Key Operational Objectives
1. Meet the Moment
   - Deliver value right now
   - Rebuild, Restart & Recover
   - Leverage technology to enhance stakeholder experiences
2. Be the Bridge
   - Plan for the New Reality
   - Diversify

Key Projects & Initiatives
- BELOnG Raise awareness of value proposition
- LEARN Accelerate QPCR/MCR content updates
- BELOnG Regrow membership base
- BELOnG Implement Phase II of Member Loyalty Program
- Develop & deploy ecommerce solutions
- INFO & CONTENT Implement new content management system (CMS)
- Strengthen cyber security posture
- INFO & CONTENT Develop master app for housing The Source, Summit & Membership apps
- CONVENE Test livestreaming
- CONVENE Test hub & spoke delivery model
- CONVENE Increase experiential learning opportunities
- LEARN Enhance DEI platform
- LEARN Develop & launch Employee Experience Certificate program
- LEARN Increase diversity of faculty and presenters

CORE BUSINESS: Membership, Global Summits, Learning/Content, Chapter Development/Relations, University Relations
Member Engagement

**Member Perspective**
- Growth
- Retention
- Profile
- Composition
- Pipeline

**Participation Perspective**
- Corporate/Strategic Partners
- Global Summits
- MCR/QPCR
- Member Engagement

**Satisfaction Perspective**
- Members
- Participants
- Board
- Chapters
- Employees

**Financial Perspective**
- Revenue
- Operating Income
- Reserves
- Cash

**VISION:** Indispensable Resource

**STRATEGIC PLAN**