Strategic Plan

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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.
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.
FY21 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.

1. **Elevate member experience**
   - Streamline membership matrix
   - Deepen member engagement

2. **Elevate content and learning experience**
   - Leverage technology to enhance stakeholder experiences
   - Streamline access to timely content
   - Establish diverse, inclusive platform for thought leadership
   - Expand and diversify professional development platform
**FY21 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. **Elevate member experience**
   - Streamline membership matrix
   - Deepen member engagement
   - Develop implementation plan for FY2022 launch
   - Align vision, mission & brand with new model
   - Simplify individual/company member model
   - Develop member loyalty program
   - Partner with chapters to foster culture of engagement
   - Establish senior-executive recruitment task force
   - Cultivate talent pipeline through university outreach and career services

2. **Elevate content and learning experience**
   - Leverage technology to enhance stakeholder experiences
   - Streamline access to timely content
   - Establish diverse, inclusive platform for thought leadership
   - Expand and diversify professional development platform
   - Redesign eCommerce solution
   - Integrate Chat bot with AMS for greater personalization/customization
   - Explore and evaluate new content management systems
   - Launch ‘The Source’ app
   - Enhance and improve app functionality and integration
   - Develop and launch app content submission portal
   - Operitalize content development and delivery model
   - Develop and launch a “chapter channel” within app
   - Experiment with virtual conference delivery offerings
   - Curate collaborative content

### Key Projects & Initiatives

- **CORE BUSINESS:** Membership, Global Summits, Learning/Content, Chapter Development/Relations, University Relations

- **Connect,** **Learn,** **Grow,** **Belong.**
Key Performance Indicators

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

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

Financial Perspective
- Revenue
- Operating Income
- Reserves
- Cash

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

VISION: Indispensable Resource

STRATEGIC PLAN