Established Fiscal Year 2013

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.
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.

**1. Meet the Moment**
- Deliver value right now
- Rebuild, Restart & Recover

**2. Be the Bridge**
- Leverage technology to enhance stakeholder experiences
- Plan for the New Reality
- Diversify

**Key Operational Objectives**

**Belong**
- Raise awareness of value proposition
- Regrow membership base
- Implement Phase II of Member Loyalty Program

**Learn**
- Accelerate QPCR/MCR content updates
- Implement new content management system (CMS)
- Develop master app for housing The Source, Summit & Membership apps

**Info & Content**
- Develop & deploy ecommerce solutions
- Strengthen cyber security posture
- Increase experiential learning opportunities

**Convene**
- Test livestreaming
- Test hub & spoke delivery model
- Increase diversity of faculty and presenters

**Key Projects & Initiatives**

**Core Business:** Membership, Global Summits, Learning/Content, Chapter Development/Relations, University Relations
Key Performance Indicators

**Vision:** Indispensable Resource

**Strategic Plan**

- **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