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.
FY20 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. Define future value proposition
   - Evaluate & explore membership model opportunities
   - Define association’s future membership model
   - Define association’s vision, mission & branding

2. Foster an experimental, experiential culture of engagement
   - Leverage technology to enhance stakeholder experiences
   - Enhance personalization and customization opportunities
   - Increase opportunities for sharing & co-creation
   - Streamline content & diversify learning opportunities

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**Key Operational Objectives**

**Key Projects & Initiatives**

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