

# ASSOCIATION FOR STRATEGIC PLANNING **STRATEGIC PLAN** 2020 – 2022



## Vision

Be the global standard bearer for organizational transformation and success through strategy.



## Mission

Lead and support people and organizations through the promotion of a holistic approach to strategy management and by setting standards for strategy through thought leadership, professional development and certification.

## Pillars

### *Mission Driven Pillars*

### Thought Leadership **1**



Create and curate relevant theory and practice, introduce high-level and innovative strategic thinking and approaches, and create of new knowledge and high-impact tools.

### Professional Development **2**



Deepen ASP's content offerings, expanding the value ASP brings to members, and continuing to use this information as an opportunity to connect with potential members and leaders in the strategy field.

### Member Experience **3**



Offer worldwide and local networks to enhance experience where people share experiential knowledge and ideas in strategy.

### Certification **4**



Establish a high-level of quality and consistency within the fields of strategic planning and management so that strategic planners and those responsible for developing and deploying strategy can assist organizations in meeting and exceeding the challenges of the 21st century.

### *Foundational Pillar*

### Foundation **5**



*Financial Sustainability/Operational Excellence/People:* Deliver value and impact for our members through operational efficiency, transparency and stewardship.

Further details available here:

[www.strategyassociation.org/ASPstrategicplan\\_Details](http://www.strategyassociation.org/ASPstrategicplan_Details)