

The CPCU Society Strategic Plan 2022-2024

Goals and Objectives

Goal 1: We are the premier community of risk management and insurance thought leaders

Objectives:

- Increase visibility and promotion of active membership as thought leaders throughout the industry and the broader business world
- Expand and support a value proposition that further advances knowledge and leadership development across all career stages
- Collaborate and partner with other organizations, leveraging strengths, to benefit chapters, members, Interest Groups, Committees, and mission
- Meet our members where they are, embracing a multichannel delivery of information and networking to align with the ever changing business environment

Goal 2: We are recognized as a personal and professional investment that positively impacts and drives successful outcomes

Objectives:

- Clearly and consistently articulate the direct correlation of Society membership to significant ROI and a powerful value proposition
- Elevate the visibility of the CPCU Society and the designation by leveraging The Institutes affiliates and key industry partnerships
- Connect our members to leadership opportunities and knowledge acquisition through Society engagement
- Effectively communicate our value, opportunities, and successes across all platforms

Goal 3: We are a vibrant and inclusive global community that welcomes and empowers all individuals, ideas, and voices

Objectives:

- Retain and grow membership globally in a consistent and sustainable manner
- Diversify and grow membership across geographies, disciplines, and career levels
- Incorporate diverse perspectives, disciplines, and experiences in leadership succession planning
- Empower volunteer leaders to drive change to achieve growth and inclusivity

Goal 4: We are committed to social responsibility, sustainability, and resilience

Objectives:

- Promote, engage, and support members in activities that have positive environmental, ethical, economic, and philanthropic impact
- Act in congruence with and in support of generally acceptable principles
- Promote and educate our Society community on Resilience