



# IPWEA

## 2023 – 2026 Strategy

# KEY STRATEGIC IMPERATIVES



## LEAD THE FUTURE OF THE PUBLIC WORKS PROFESSION AND ASSET MANAGEMENT PROFESSIONALS

Delivering on the future needs of the public works and asset management professionals.



## PROVIDE WORLD CLASS EDUCATION AND TOOLS

A professional development offering that meets the current and future needs of the public works professional. An educational offer that focuses on asset management and creates lifelong opportunities to learn.



## INTERNATIONAL EXPANSION OF OUR EDUCATIONAL PROGRAMS

Diversify offer in Australasia, a financially sustainable Canada that assists our North American expansion—continued international growth. Identify future international opportunities.



# KEY STRATEGIC IMPERATIVES



## HAVE A VOICE IN ADVOCACY SPECIFICALLY IN MATTERS RELATED TO PUBLIC WORKS / ASSET MANAGEMENT

Co-ordinated advocacy approach focusing on asset management working with the IPWEA Asset Management Committee and IPWEA Divisions.



## RELEVANT AND CONSISTENT IN OUR APPROACH. WE DELIVER A GREAT USER EXPERIENCE

Collaboration with Divisions to create a consistent approach. We provide a great experience with all our touch points.



## INCLUSIVE AND CONSTRUCTIVE CULTURE FOCUSED ON SERVICE EXCELLENCE

A culture of collaboration focused on service excellence of our members and customers.



# KEY STRATEGIC IMPERATIVES



## OPERATING IN A WAY THAT ALLOWS US TO INNOVATE AND PROVIDE THE RIGHT TOOLS AND SERVICES

Providing public works professionals with the very best in education and training, benefiting the communities that we serve. Continuing to improve and reinvest in our product and service offerings.

