



RIMSTM
the risk management society

**2016-2018
STRATEGIC PLAN**

ENGAGED MEMBERSHIP

DESTINATION FOR RISK PROFESSIONALS WORLDWIDE



MISSION

To educate, engage and advocate for the global risk community.

PRIORITIES	BEHAVIORS	PERFORMANCE INDICATORS
INNOVATE	Commitment to excellence, continued learning, expertise and stature of the risk professional and the risk management discipline	Content development, membership and engagement growth, member satisfaction surveys
DEVELOP	Understanding and developing our members, risk professionals and the risk management profession	Content development, engagement results
ENGAGE	Transparency, openness and inclusiveness; active partners in value creation	Member satisfaction surveys, membership and engagement growth
ADVOCATE	Expanding RIMS presence and awareness worldwide	Membership growth, advocacy efforts, recognition, participation growth



PREFERRED FUTURE

- 1:** RIMS builds a global business environment where risk management is a critical element of sustainability.
- 2:** RIMS is recognized as leading the continued evolution of risk management in an ever-changing global business environment.
- 3:** Risk management is recognized as a required executive level position critical to meeting business objectives.

RIMS CORE VALUES

1. Strive for excellence.
2. Embrace innovation.
3. Foster collaboration and community.
4. Act with integrity, respect and humility.
5. Empower through learning and development.
6. Strengthen and sustain the profession.
7. Inspire and excite.



OUR CUSTOMERS & STAKEHOLDERS

- A.** Risk Professionals employed by RIMS Organizational Members, Chapter Leaders
- B.** Associates, Students, Educational providers, risk professionals eligible for membership that choose not to join
- C.** Exhibitors, sponsors, advertisers (product/service providers for risk management) that are not Associates
- D.** Future/desired customers – rising risk professionals, professionals practicing risk management as a secondary job function (e.g. human resources, legal, compliance, audit, etc.)



STRATEGIC GOALS

Ensure a sustainable and adaptable organization

OBJECTIVES

- Implement a flexible, sustainable membership structure
- Engage volunteer leadership in supporting and implementing RIMS goals and objectives
- Establish the optimal governance and leadership structure to enable effective management of the Society
- Evolve marketing efforts to retain and grow membership
- Implement effective and secure systems infrastructure

Equip risk professionals globally to succeed in an evolving environment

OBJECTIVES

- Develop innovative research and content delivery methods to meet current and future needs
- Identify and deliver professional development resources and content needed by RIMS members, other practitioners and chapters
- Expand RIMS - Certified Risk Management Professional certification (RIMS-CRMP) globally and grow acceptance and participation
- Develop ways to tap into the collective intelligence of risk professionals

Enhance engagement with members and the broader risk community

OBJECTIVES

- Assess and understand diverse member needs and provide relevant products, services and opportunities
- Continually develop, launch and administer valued member engagement opportunities
- Increase engagement with student and rising risk professional constituencies
- Develop and execute engagement and outreach campaigns to attract new members, constituents and affiliates
- Increase size and scope of risk professional engagement



STRATEGIC GOALS

Expand RIMS influence worldwide

OBJECTIVES

- Achieve recognition of RIMS as the “go to” risk organization
- Develop and increase RIMS understanding of existing and targeted member/segment needs
- Establish and strengthen targeted strategic partnerships globally
- Establish and advance RIMS worldwide advocacy efforts targeting policy makers
- Increase RIMS impact on existing members and targeted stakeholders

RESULTS | BY 2018, RIMS:

- Has increased member engagement through active partnering in value creation
- Has an effective advocacy program that attracts broad participation
- Has identified non-US advocacy opportunities to help global risk professionals positively impact relevant regulation and manage global programs
- Has reviewed, and if necessary, modified its member structure to ensure alignment with RIMS future growth plans
- Has formalized and implemented a plan for RIMS global expansion and growth
- Has identified and eliminated barriers to participation through technological innovation
- Offers the preferred and recognized certification for risk management globally
- Offers access to an educational curriculum that meets clearly defined customer needs and RIMS financial goals
- Has identified gaps in member resources and content and implemented plan for further fulfilling member needs