



2018 - 2020 Strategic Plan

The Chamber Brand Promise...

Bringing Life to Business



CONNECTING
LEADERS



ACTIVE
ADVOCACY



CREATING
OPPORTUNITY

Brand Attributes: Professional, Trusted, Empowering, Knowledgeable, Proactive

2018 - 2020
Strategic
Plan



Advocate for Business



Build the Chamber Brand



Strengthen the Value of
Membership



Build a more Effective
Organization

Advocacy

Advocate for Business: The Chamber will act as an advocate for its members on important issues. It will engage its members by using progressive techniques that will solicit stronger involvement in its advocacy efforts.

- 1 Continue to take an assertive stand on positions locally, provincially and nationally.
- 2 Focus advocacy efforts on issues that are important to our members.
- 3 Deliver relevant policies to the appropriate levels of government on issues as defined by our members.
- 4 Ensure our members are aware of and engaged in our advocacy efforts.
- 5 Maintain our strong relationship with the OCC and CCC.

Brand

Build the Chamber Brand: The Chamber will clarify its value proposition. It will improve how it is perceived in the community

1 Implement the Brand Task Force recommendations

2 Modernize the Chamber website

3 Be seen as a community leader

4 Increase public awareness of Chamber advocacy work

Value

Strengthen the Value of Membership: The Chamber will enhance the value of membership by being responsive to market demands.

1	Explore new opportunities and events for member engagement
2	Continue to engage with the younger demographic
3	Create quality networking that enhances value for members
4	Provide relevant education opportunities for members
5	Increase penetration of large companies and capture influential companies as leaders

Organization

Build a more Effective Organization: The Chamber's staff and committees are structured to effectively implement the Chamber's strategic plan and operational tasks.

1	Ensure the committee structure effectively supports the strategic plan
2	Ensure committee business plans effectively support the strategic plan
3	Increase the number of volunteers on committees
4	Ensure proper staffing to fulfill brand implementation, committee support and critical tasks
5	Build an effective succession plan
6	Complete a strategic risk assessment of the Chamber