



Women's Impact, Inc. 2024 Strategic Planning Goals

Strategic Goal 1: Recognition

Foster a culture of recognition by celebrating successes and highlighting how members' contributions support Women's Impact, Inc.'s vision.

Objectives:

- ▶ Formalize Impact Awards nominations including both the application and selection processes. Note: Attendees and WI members should be able to see themselves as future winners.
- ▶ Develop distinctive areas of recognition and a framework for recognizing consistently.
- ▶ Develop a strategy that showcases the achievements of members to enhance the culture of recognition.

Strategic Goal 2: Education

Provide high-quality and relevant educational opportunities based on the identified needs of our membership.

Objectives:

- ▶ Launch educational programming and opportunities that align with the vision and purpose of Women's Impact, Inc.
- ▶ Create assessment tools that provide feedback for continuous improvement.
- ▶ Identify and collaborate with other community stakeholders on educational opportunities that make sense and add value to members of Women's Impact, Inc.

Strategic Goal 3: Connections

To create a welcoming and inclusive community with an environment that is open, safe, and fosters belonging and collaboration.

Objectives:

- ▶ Revisit and redefine Membership committee goals and actions.
- ▶ Provide opportunities to build meaningful relationships through our programming and networking. (Mingles, Book Club, Dialogue series)
- ▶ Build on our strengths of an open and safe environment to promote diversity across our membership.

Unleash power. Realize potential.

