



## Strategic Plan Overview

2023- 2026

### **MISSION**

*To advance all women in commercial real estate through business networking, leadership development, career outreach, & industry research.*

### **CORE VALUES**

- **Inclusivity** – Create a diverse, multi-cultural & welcoming community.
- **Impact** – Create a forum for all women to impact the future of commercial real estate.
- **Opportunity** – Provide excellence in programming to create both professional & personal growth opportunities for all women throughout all stages of their career.
- **Influence** – Maintain reputation as a well-respected & influential organization in the commercial real estate industry.
- **Engagement** – Engage, involve, & connect members through networking & relationship building.

### **OUTCOMES & STRATEGIC INITIATIVES**

**Outcomes** are intended to provide an over-arching & relevant guiding framework for all committees / groups & activities of CREW Miami, while **Strategic Initiatives** lead to the development of specific plans of action & engagement.

### **STRATEGIC INITIATIVES**

1. **Develop branding & programs that differentiate CREW Miami's unique value to members.** We will identify & initiate opportunities to enhance our professional image. We will leverage existing & establish new, strategic relationships to elevate members of CREW Miami & the CREW Miami brand.
2. **Increase C-suite involvement & overall member engagement.** We will create opportunities for members to engage both with CREW Miami & with one another, to ensure value is offered at every stage of one's career. We want to be the go-to organization to develop industry expertise & leadership skills & be the organization where the local industry/media go to find the prominent industry experts & leaders.



3. **Cultivate sponsor engagement.** We will get feedback to refine our sponsorship benefits. We will ensure the ROI is undisputed, so CREW Miami has a strong bottom line to grow & continue developing new initiatives that benefit all members.
4. **Streamline our processes to maximize the impact of our leaders.** We plan to establish efficiencies to improve our volunteer leaders' experience. Document processes & train leaders in order to have their knowledge shared with successors to create seamless transitions.

### OUTCOMES

Outcome 1: **BRANDING & PROGRAMMING:** Lead the industry by delivering must-attend events that elevate our brand.

Outcome 2: **INCREASED C-SUITE INVOLVEMENT & MEMBER ENGAGEMENT:** Engaging & providing members unique value through exclusive experiences.

Outcome 3: **SPONSOR ENGAGEMENT:** Generate reciprocal value for sponsors resulting in surplus funds to provide a better foundation for organizational budgeting and growth.

Outcome 4: **STREAMLINE PROCESSES:** Improve efficiencies that set up our leaders to excel while connecting a broad range of CRE professionals to create local & global business opportunities.