

# Strategic Goal: Leadership



IAAP will inspire self-actualization, administrative thought leadership, and administrative partnership as the norm.



Influences or fosters a mindset that leadership is a behavior and a choice



Coaching and development mindset are embedded in the leadership culture of IAAP

**SHORT-TERM  
IMPACT**



Admins are widely recognized as culture champions, agents of change, and workplace influencers

**MID-TERM  
IMPACT**



Business dynamics support administrative professionals as strategic business partners

**LONG-TERM  
IMPACT**



IAAP's influence and reach expands to human resources, decision makers, policy makers, and business influencers

# Strategic Goal: Innovation



IAAP will consistently elevate experiences, offerings, and business modality.



IAAP offers learning and development experiences unmatched by competitors, leaning on calculated risk taking and investments in new ideas



IAAP increases revenue growth and optimizes operational complexity enabling replenished reserves and continued investments in innovation



IAAP influences an increased adoption rate of sustainable technology integration in member workflows and organizational business processes



IAAP's scaling growth is compounding to expand reach to millions of admins annually



IAAP is agile and responsive to emerging market conditions and adapts easily to new business models and opportunities

**MID-TERM  
IMPACT**



**LONG-TERM  
IMPACT**



# Strategic Goal: Inclusion



IAAP will influence cultural competency, cultural curiosity, and cultural inclusion as the norm



IAAP promotes international cultural awareness through cultural curiosity, diversity and people-focused learning, responding to the needs of administrative professionals across different cultures

## SHORT-TERM IMPACT



IAAP's decision making encourages and supports dissent, diverse views, and creates dynamic environments designed to foster inclusion of all voices



IAAP Foundation expands its global outreach, allowing access to advocacy, resources, and scholarships

## MID-TERM IMPACT



IAAP's curiosity index is high, providing space and opportunity for constant culture expansion and responsive evolution of our definition of inclusion