

SMPS STRATEGIC PLAN

CORE PURPOSE SMPS's reason for being.

To enrich knowledge and advance practices that build business for professional services firms.

CORE VALUES The essential and enduring principles that guide the behavior of SMPS.

- Innovation
- Integrity
- Life-long learning
- Relationships
- Service

VISION (BHAG) The Big Hairy Audacious Goal. The clear and compelling catalyst that serves as a focal point for effort.

To be the vehicle that validates the practice of marketing and business development as essential to the success of all professional services firms.



This Strategic Plan creates a living structure for moving the Society forward to serve its members, their firms, and the profession of professional services marketing. It describes our timeless core ideology and values, and clarifies where the organization is going. It is intended to motivate, inspire, and drive growth and success in the years ahead.

VIVID DESCRIPTION

A vibrant and engaging description of what it will be like to achieve the BHAG.

Thanks to the Society for Marketing Professional Services (SMPS), marketers and business developers have a seat at the table. They join SMPS to further their professional development and build their network. SMPS member firms are more profitable and employers give hiring preference to CPSM credential-holders and Fellows. Firm leaders recognize SMPS membership and engagement as an indispensable value for their firm. Owners and principals rely on SMPS to educate their staff. SMPS members are recognized as professional experts at winning work and enjoy higher salaries.

Members are sought out for leadership positions in their firms and in other organizations. SMPS is highly respected and recognized outside of the industry. As the authoritative resource for marketing and business development, other associations call on SMPS for content, programs, and training. Nonmembers purchase materials and training programs and attend SMPS events, which creates additional revenue and credibility.

SMPS chapters thrive with best-in-class operational frameworks for financial success, membership recruitment, retention, and program development.

SMPS Foundation is recognized as the leading sponsor of research in the practice of professional services marketing. SMPS content and thought leadership is highly regarded and in demand — shared so often that SMPS comes up first in Google search. Due to SMPS influence, universities include a marketing and business track for engineering, architectural, and construction management students.



Society for Marketing Professional Services

GOALS AND OBJECTIVES



AWARENESS

SMPS will be widely recognized and valued for its knowledge and expertise in practices that build business for A/E/C professional services firms.



EDUCATION

SMPS will provide marketers and business developers with the necessary knowledge, skills, tools, and expertise to develop, manage, and drive success for professional services firms.



MEMBERSHIP

SMPS will be a thriving network of professionals interested in the practice of marketing and business development for professional services firms.



INFRASTRUCTURE

SMPS will have a financially sustainable funding model with an efficient and nimble board, staff, and volunteer structure aligned with the strategic plan.

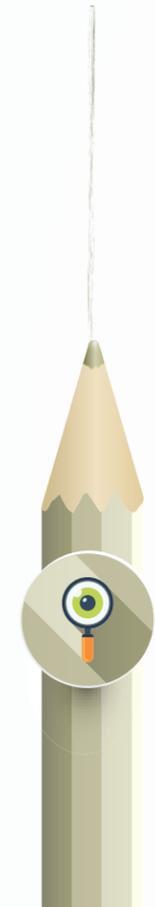
for more info:
smps.org

AWARENESS

EDUCATION

MEMBERSHIP

INFRASTRUCTURE



Increase recognition of SMPS as the primary provider of relevant education, information, and networking opportunities for:

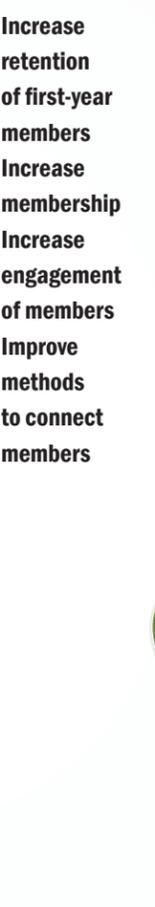
- Member/nonmember marketers and business developers
- C-suite/owners/decision-makers
- Seller-doers
- Small firms
- Construction industry
- Peer organizations



- Increase educational programming
- Develop tools, education, and resources for seller-doers
- Develop an integrated educational approach utilizing chapter, regional, and HQ offerings



- Increase retention of first-year members
- Increase membership
- Increase engagement of members
- Improve methods to connect members



- Increase non-dues revenue
- Ensure staff leadership continuity
- Increase meaningful volunteer engagement
- Improve alignment of SMPS Foundation with the plan
- Increase interest in board service
- Expand volunteer opportunities for engagement with HQ