

NAVIGATE SUCCESS

L E A R N ▪ C O N N E C T ▪ G R O W

Agenda

Strategic Planning: January 17, 2020

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| I. | 8:30 - 9:30 am | Welcome/Introductions/Icebreaker |
| II. | 9:30 - 10:00 am | Where We Are
Review chapter membership makeup and recent successes |
| III. | 10:00 - 12:30 pm | Where are We Going?
Review SMPS mission & vision (see next page)
Identify chapter's core values
What is valuable to chapter members
SWOT analysis |
| IV. | 12:30 - 1:30 pm | Lunch |
| V. | 1:30 - 4:00 pm | How Will We Get There?
Strategic objectives
Goals
Actions |
| VI. | 4:00 - 4:30 pm | Wrap-Up |

Without **trust** we don't truly **collaborate**; we merely coordinate or, at best, cooperate. It is **trust** that transforms a group of people into a **team**. ~ Stephen Covey

MISSION

To advocate for, educate, and connect leaders in the building industry.

VISION

Business transformed through marketing leadership.

Meet the Facilitator

Barbara Stiles, FSMPS, CPSM is the Vice President of Business Planning for WGI. She has over 30 years of marketing and business development experience in the A/E/C industry and has been a member of SMPS since 1999. She has served as SMPS Central Florida chapter president, on the Striving for Excellence committee, and as President's Leadership Symposium (PLS) Chair, and is currently in her second term as Secretary/Treasurer on the Society Board. Barbi has been a Certified Professional Services Marketer (CPSM) since 2005 and was recognized as an SMPS Fellow (FSMPS) in 2016.



"I owe a lot of my career growth to SMPS. I have learned more about marketing and business development from SMPS programs and members than anywhere else. Having a network that covers the United States is another huge asset."