

# IFMA STRATEGY MAP

## Long-Term Stakeholder Value



International Facility Management Association

### VISION

Serve as the resource and representative for facility management

### MISSION

Advance the facility management profession

### PURPOSE

IFMA is a member-centric association that exists to guide and develop facility management professionals by providing exceptional services, products, resources and opportunities. In support of its members, IFMA promotes the facility management profession through education, credentialing, government relations, leadership opportunities, publishing, recognizing excellence, research and standards development.

### STAKEHOLDER PERSPECTIVE

1. Provide and engage stakeholders with opportunities that expand and leverage their collective knowledge and experiences
2. Provide essentials for facility management professionals to advance their careers
3. Magnify the importance of the facility management professional worldwide

### INTERNAL PERSPECTIVE

4. Ensure efficient systems, alignment and processes are in place
5. Deliver unique value to members, customers and corporate partners

### LEARNING AND GROWTH PERSPECTIVE

6. Create a culture and provide resources that instill innovation, passion, challenge and meaning among staff and volunteers

### FINANCIAL PERSPECTIVE

7. Maintain viable fiscal position through good financial management, diversification of revenues and optimized asset utilization

Global Influence



Community



Sustainability



Operational Excellence



**S T R A T E G I C T H E M E S**