

# Strategic Plan 2020/2021

## **Purpose:**

Provide an environment where consultants and solopreneurs can learn and grow their business.

## **Vision:**

Be a highly respected organization known as a source for quality consultants, a place for professional development, and an asset to the Rochester Business Community.

## **Mission:**

RPCN provides for the growth of its members and their businesses through professional development, education workshops, social and community networking, collaboration opportunities, and alliances with other community organizations.

## **Values:**

### **Integrity**

We are ethical, honest and transparent in all interactions with clients and each other.

### **Mutual Respect**

We strive to make members and guests feel respected. We endeavor to treat everyone the way they wish to be treated. Everyone's input is encouraged and valued. We create an environment that promotes inclusiveness in all aspects.

### **Mutual Support**

We work together to achieve our individual and common goals. We willingly collaborate and help each other.

### **Community Support**

We encourage and enable "giving back" to community businesses and organizations through alliances, volunteering and other opportunities.

## Strategies:

### 1. Sustain Education & Professional Development Programs

- Interactive Forums [e.g. Business, Technical]
- 'Learn From The Best' programs
- Formal Training [e.g. Boot Camp]
- EHC Lunchtime Learning

### 2. Foster a Stronger Member-Centric Foundation

- Broaden New-member Onboarding
- Boost Member Input
- Expand Members-only Events
- Encourage Mastermind Groups [e.g. client meeting practice, role playing, accountability groups]
- Continue Enhancement of Membership Value & Benefits
- Increase Member Involvement in Committees
- Revamp Website [e.g. Clearer explanation of member value]

### 3. Re-imagine Alliances

- Define Strategy for Alliances
- Develop Documentation for Alliances [e.g. detail each agreement]
- Build Better Relationships with Existing Alliances
- Forge New Alliances

### 4. Enhance Community Presence & Recognition

- Cultivate Community Outreach Programs [e.g. Gala, Trend Talk, Drop-In Clinic, Pathstone]
- Provide Volunteer Opportunities [e.g. Simon Vision, Pro-bono Consulting]
- Strengthen Public Relations
- Seek Collaboration Opportunities
- Revamp Website [e.g. Clearer explanation of who RPCN is]

### 5. Increase Revenue

- Improve Proceeds of Existing Programs
- Increase Membership
- Grow Number of Sponsors
- Re-evaluate Payment Structure for Offerings
- Advance the Capital Campaign
- Identify Additional Revenue Streams

### 6. Adapt to Ongoing Pandemic and Recovery

- Utilize On-line Tools [e.g. Zoom, Website]
- Implement Virtual Meetings
- Compensate for lack of Face-to-Face Networking
- Strive *(as an organization)* To Be a Leader and Help Others Through Their Difficulties