

ROCHESTER PROFESSIONAL CONSULTANTS NETWORK - **APPROVED**

2017–2018 Strategic Plan

Approved by the RPCN Board of Directors on May 19, 2017

Vision: RPCN is recognized as a premier organization of professional consultants who deliver effective client - centered solutions and results.

Mission (Purpose): RPCN enables its members to develop premier consulting businesses by providing them with access to business, social, and community networking; education; and mutual support to improve their businesses.

Organizational Values: Inclusiveness, Volunteerism, Collaboration, Mutual Support, Integrity, Transparency

Outcomes

1. RPCN is recognized as an organization of premier consultants who are thought leaders and innovators.
2. RPCN is recognized as a community resource for exploring, emerging, and established consultants.
3. RPCN links businesses and community organizations with skilled consultants.
4. Members achieve their annual professional milestones.

Strategic Objectives

- **Branding** – position RPCN as the premier resource for those seeking consulting services
- **Relationships** – grow strategic alliances with the public and private sector, including businesses, nonprofits, universities, and government agencies
- **Technology** – leverage our website and social media presence with video and mobile technology to expand our visibility and market reach
- **Outreach** – increase the range of member consultants in terms of geography and areas of expertise in order to become more of a one-stop shop
- **Engagement** – create lucrative opportunities for members to participate in the activities of the organization and showcase their talent in the process
- **Professional Development** – provide access to world-class learning events to help members expand the knowledge and skills needed to run their businesses effectively

2017-2018 Priorities:

1. Launch the new RPCN website and enhance it to become best in class.
2. Increase our reach by holding events at different locations and times of day.
3. Greatly increase our use of video including streaming and archiving video of key events.
4. Benchmark other professional organizations across the country.
5. Implement marketing and communication strategies to promote RPCN and its members, including a substantial increase in media coverage.
6. Create a more effective onboarding system for new members.
7. Create more opportunities for members to build relationships with clients and fellow members.
8. Continue to focus on RPCN's "Learn - from - the - Best" approach that teaches RPCN members how to be successful consultants.
9. Educate the community and prospective clients about professional consulting and how they can use consultants effectively.
10. Increase diversity and inclusion.
11. Prepare for and conduct an RPCN Boot Camp.
12. Gather objective evidence of our organizational performance vs our stated vision and mission.
 - a. Survey members annually to determine if RPCN is contributing to their success.
 - b. Survey the business and non-profit communities to gauge perceptions of RPCN and obtain evidence of outcomes from utilizing RPCN members