

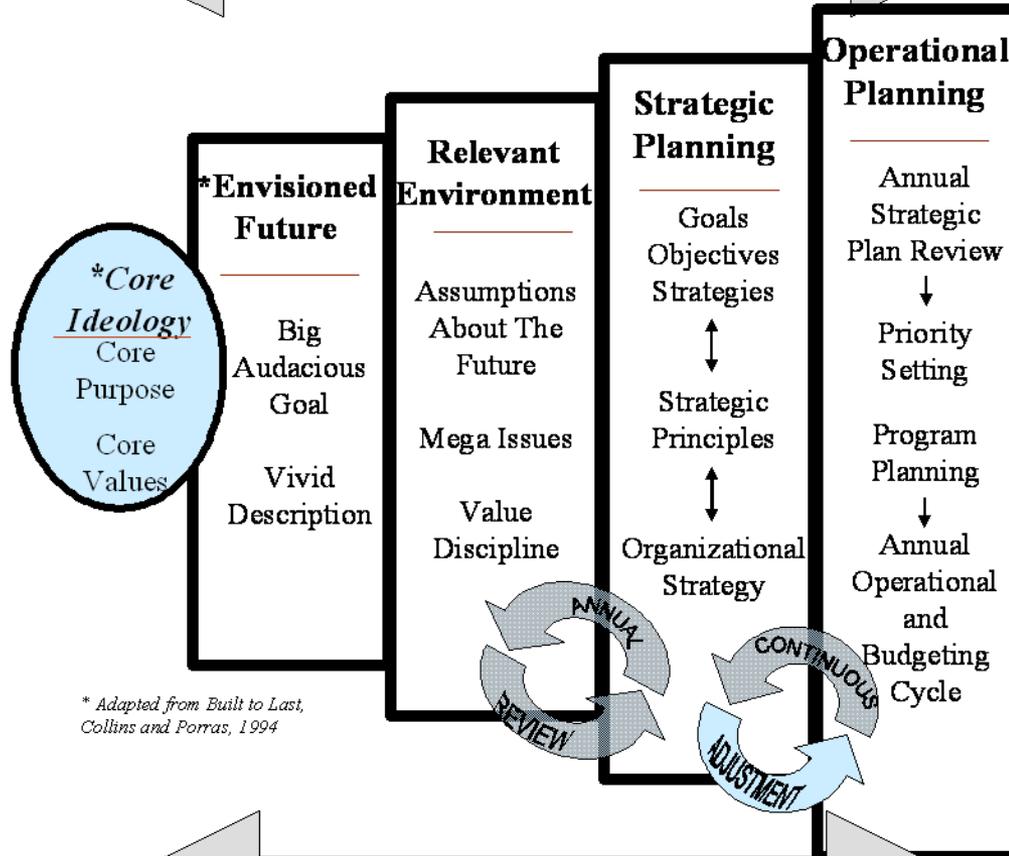
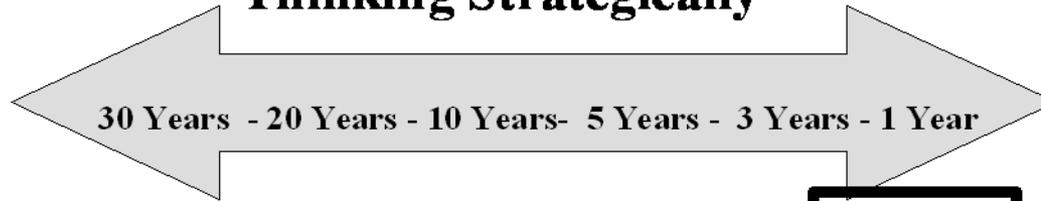
IEEE-SA Strategic Planning Update

**802 Plenary
Denver, Colorado
14 July 2008**

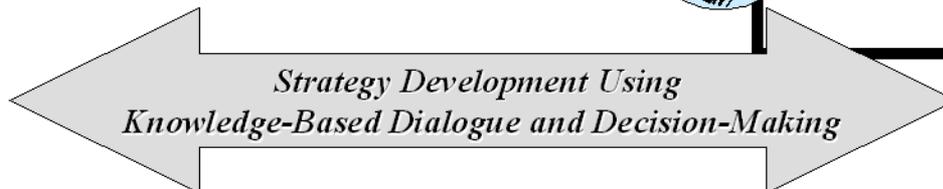
**Karen Kenney
Associate Managing Director**



A Process for Planning and Thinking Strategically



** Adapted from Built to Last, Collins and Porras, 1994*



IEEE-SA Strategic Planning Activities

IEEE-SA Core Purpose

To enable and promote the collaborative application of technical knowledge to advance economic and social well-being.

IEEE-SA Core Values

- **Respect for consensus**
- **Due process**
- **Openness**
- **Global market relevance**
- **Technical integrity and excellence**
- **Collaboration and community building**
- **Innovation**

IEEE-SA Big Audacious Goal

Be recognized as a preferred global provider of high-quality, market-relevant, technology standards and services that provide universal adoption.

3-5 Year Planning Horizon Outcome-Oriented Goals

- **#1 – [Effective] Organizational Business Model**
- **#2 – Nurture Strategic Technologies**
- **#3 – Process Efficiency**
- **#4 – Education**
- **#5 – Global Participation and Perception**

The IEEE-SA Strategic Plan Document

- **Process began mid 2007**
- **Approved at June 2008 BoG Meeting**
- **Next Steps**
 - **Develop metrics and set priorities**
 - **Continually assess current program viability**
 - **Develop communications plan**

Thank you

Questions