

STRATEGIC PLAN – Greater Shediac Chamber of Commerce (2021-2022)									
VISION: Success for all businesses!									
MISSION: Collaborate with and support our members to foster an environment conducive to the success of our business community!									
CORPORATE VALUES: Solidarity - Growth - Success - Cooperation – Service									
STRATEGIC PLAN				WORK PLAN					
STRATEGIC PILLARS	PRIORITIES	INITIATIVES	CONTEXT	MEASURES (Goals)	VALUES	CALENDAR	LEAD	BUDGET	RESULTS
1. Our membership	1.1 Knowing the needs of our members	1.1.1 Implementation of a member consultation process (using a series of complementary tools: Google Form (online survey), telephone calls, site visits, etc.)	The Chamber’s purpose, mandate and sustainability are directly linked to the long-term engagement of its members (current and future). Member engagement is also directly linked to the relevance of all Chamber priorities and initiatives. Therefore, all Chamber priorities and initiatives must be directly related to the needs of the membership. This understanding of the membership cannot be achieved without effective communication with the membership, including networking, education and celebration initiatives of and for the membership.						
		1.2.1 Establishment of a lunchtime series (with themes and guest speakers that are compatible with the needs of the membership)							
	1.2 Networking	1.2.2 "Speed dating" event'							
		1.2.3 Golf tournament							
	1.3 Training	1.3.1 Implementation of a series of training sessions							
	1.4 Celebration	1.4.1 Business gala							
		1.4.2 Series of “5 à 7” receptions held at businesses							
	2.1 Social media strategy	2.1.1 Promote our members' success stories	The success of the Chamber's mandate, including the engagement of current and future members, cannot be achieved without a clear						
		2.1.2 Awareness campaign to encourage all community residents to support local businesses.							

2. Marketing and promotions	2.2 Strategic management and use of the website	2.2.1 Use the website to clearly define and present our value proposition including all the benefits of membership	understanding of the benefits of being part of the Chamber, and without the Chamber demonstrating a keen interest in continually improving those benefits. In addition, the Chamber must also play a leadership role in promoting the successes of its members, getting to know each other and creating a sense of belonging and collaboration.						
		2.2.2 Display the list of members on the website							
	2.3 Blog: Series of articles	2.3.1 Series of articles by various members (telling their stories, successes, lessons learned, etc. in an inspiring and educational way for others)							
3. Organizational efficiency	3.1 Strategic interaction with our members and other key stakeholders	3.1.1 Clearly define and communicate the Chamber's vision, mission, values and priorities to members (current and future) and strategic partners	The success of the Chamber's mandate cannot be achieved without the strategic interaction of its team with its members and all other key stakeholders and without having the appropriate human and financial resources in place to properly execute the strategic priorities and initiatives of the plan.						
		3.1.2 Clearly define the advantages and benefits of being a member							
		3.1.3 Continually improve the value proposition of being a member of the Chamber of Commerce							
	3.2 Human resources	3.2.1 Develop, retain and manage the human resources required to execute the plan's strategic priorities and initiatives in the short and long terms							
	3.3 Financial resources	3.3.1 Evaluation and/or adjustment of the budget required to implement the plan's strategic priorities and initiatives							
		3.3.2 Solidify and/or expand the sources of funding necessary for the long-term sustainability of the Chamber							