



STRATEGIC PLAN

2023-2026

OUR VISION

A world free from the pain and loss of work injuries and illnesses.

OUR MISSION

IAIABC empowers, educates, and connects the global workers' compensation community to reduce harm and aid recovery from work injuries and illnesses.

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Goal 1



Implement an outreach strategy to deepen connections with existing members and expand membership across the industry.

- 1.1 Establish a mechanism for collecting information about our current members.
- 1.2 Articulate and implement a clear, data-informed communications strategy.
- 1.3 Leverage and empower committees to attract new members.
- 1.4 Identify and engage key C-suite level decision-makers and their incumbents.
- 1.5 Identify and target outreach to industry organizations to engage them in IAIABC.

Goal 2



Assess member and industry stakeholder needs and align our portfolio of products, programs, and services to create value.

- 2.1 Complete a review to assess the viability and impact of our existing portfolio.
- 2.2 Complete a portfolio needs assessment, inclusive of EDI.
- 2.3 Determine our key member and customer audiences and map them to our portfolio.
- 2.4 Create a roadmap to prioritize and develop new portfolio opportunities.
- 2.5 Foster a “fail fast and forward” organizational culture.



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Goal 3

Develop and deliver a multi-modal events strategy that creates value for members and stakeholders while generating consistent income for the association.



- 3.1 Assess our current events and training portfolio to understand areas of opportunity.
- 3.2 Create a strategy for events and trainings to ensure value creation.
- 3.3 Evaluate the value proposition for sponsors and partners.

Goal 4

Ensure operational sustainability through strong governance, leadership development, and long-term financial viability.



- 4.1 Ensure committees are aligned to support our strategic work.
- 4.2 Develop future leader initiatives to ensure long-term success.
- 4.3 Adhere to a long-term financial plan that fully supports the association's mission and vision.