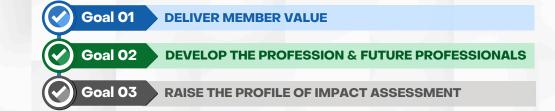


Strategic Plan

>> 2024-2026





DELIVER MEMBER VALUE

Our members are the heart of IAIA. We aim to:

- Grow our membership across regions, cultures, and disciplines.
- Leverage member expertise and networking through our sections, communities, and signature events.
- Continuously engage with members to understand and meet their needs.
- Improve our technology and quality of communications to enhance the member experience.
- Work with affiliates to expand our global network and promote best practice.



Drawing upon a broad, diverse, and engaged membership base will allow us to develop further levels of service and support, while strengthening our collective voice.



DEVELOP THE PROFESSION & **FUTURE PROFESSIONALS**

The future of our profession depends on IAIA fulfilling its primary commitment to developing best practice by critiquing and adapting our approach and methodology.

We will:

- Offer high-quality foundational training and professional development.
- Develop competency frameworks for career progression.
- Partner with related organizations to identify training opportunities.
- Be the reference point for best practice in impact assessment.



RAISE THE PROFILE OF IMPACT ASSESSMENT

We will **strengthen IAIA's external presence** by:

- Showcasing world-class content from our events.
- Demonstrating thought-leadership into related sectors and disciplines.
- Adopting a more ambitious and innovative approach to our communications and media strategies.
- Building high-quality partnerships with development institutions, government agencies, civil society, NGOs, and private industry.



By investing in the practice of IA and in training future generations, we secure the future of impact assessment and its role in addressing global challenges.



Impact assessment represents the embodiment of cross-sectoral and cross-disciplinary approaches, and our partnership strategy will reflect this.



The challenges are great, but our collective potential is greater. With optimism and determination, we can make a lasting, positive impact.