



STRATEGIC

PLAN

2019 / 2022

This document represents the newest vision and direction of the London Chamber of Commerce for the period 2019 to 2022.

The Strategic Plan renews our commitment to provide an excellent standard of service and programs designed to continuously meet the needs of our members.

We look forward to the continued implementation of the London Chamber of Commerce Strategic Plan. We will need your help and support to ensure that it succeeds.



London Chamber of Commerce
Board of Directors

INTRODUCTION TO THE STRATEGIC PLAN

The Strategic Plan for the London Chamber of Commerce articulates the Strategic Goals for change and the Action Plans for bringing about that change. This is an adaptive, non-static document subject to amendment with new and or additional input.

The Plan is not designed as a stand-alone document. It is intended to work in conjunction with each year's business plans.

We will continue to reach out to our members in order to learn more about how our programs and services are being received and, how we can maximize our efforts to the full benefit of the membership. As a Member of the London Chamber, your views and opinions are critical to the organization's success.

GUIDING PRINCIPLES



CORE VALUES:

- ◆ Integrity
- ◆ Professionalism
- ◆ Collaboration
- ◆ Advocacy
- ◆ Education
- ◆ Celebration of Success

OUR MISSION:

To empower, connect and advocate for business across the London Region.

Strengthen and Grow the London Chamber of Commerce.

STRATEGIC
OBJECTIVE 1

Priorities:

- Provide innovative, accessible programs that meet the needs and interests of our members
- Update the Value Proposition booklet to properly align with what is currently being offered
- Create a revitalized Marketing Strategy that is adequately funded and resourced
- Design marketing tools (such as video) that will help to promote the Chamber Brand in a clear, concise and compelling manner to the wider business community
- Develop engagement strategies that will help to attract, interact with and retain identified market segments (certain industries, young professionals, etc.)
- Establish new programs geared towards helping Entrepreneurs, such as Mentorship
- Review our new member on-boarding process
- Collaborate with other community organizations when goals and objectives are in alignment
- Deliver more innovative and focused networking opportunities
- Continue to provide leadership value to both the OCC and CCC

Accountability:

The Board of Directors under direction of the VP of Programs and VP of Communications
Assist from Membership Services and Marketing Committees, YPPR (business plans)
Responsibility falls to Chairs, Staff, Board Liaisons and CEO

Be the Leader in Business Advocacy.

STRATEGIC OBJECTIVE 2

Priorities:

- Continue to develop non-partisan policies that demonstrate a positive difference for our members, our city and our economy
- Facilitate the translation of policy and advocacy work at the membership level to better inform the impacts and benefits
- Secure appropriate resources to enhance policy research capacity and communications
- Enhance communication of success stories in all Chamber media and marketing pieces
- Organize Policy Thought Leaders roundtable(s) that will appeal to a variety of membership groups
- Inspire continued and active participation on the Government Affairs Committee

Accountability:

The Board of Directors under direction of the VP of Policy and VP of Communications
Mainly Government Affairs with assist from Marketing Committees & YPPR (business plans)
Responsibility falls to Chairs, Staff, Board Liaisons and CEO

Deliver Premier Connection Opportunities for Business.

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OBJECTIVE 3

Priorities:

- Continue to facilitate events of all different sizes and designs that are well recognized and attended by the London Business Community
- Find new and innovative opportunities to collaborate with other community partners
- Develop programs and professional development opportunities that enable businesses to grow and prosper
- Strategically design and roll-out a terms of reference for mentorship
- Ensure marketing efforts match anticipated attendance at key events
- Develop strategies to address broader participation by younger business leaders (especially start-ups) and continue to expand support services for both established and emerging female professionals
- Communicate and promote success stories that have stemmed from the Chamber in terms of benefits derived from professional connections
- Ensure Members are provided with connection opportunities on a monthly basis
- Act as an official host venue for visiting foreign delegations (in conjunction with other stakeholders)
- Organize regional efforts to expand global outreach
- Investigate a prospective trade accelerator program
- Promote international/global outreach through events like Summit, Ministerial Roundtables and Trade Expos

Accountability:

The Board of Directors under direction of the VP of Programs and the VP of Communications Assist from Membership Services, GBOC, YPPR, Marketing Communications (business plans) Responsibility falls to Chairs, Staff, Board Liaisons and CEO

Represent the Highest Standard of Governance and Operational Excellence.

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OBJECTIVE 4

Priorities:

- Ensure that all systems, programs, policies and practices are fully supported by a professional “Terms of Reference”
- Annually Review and document updates as needed to “Terms of Reference” for: Nominating Committee, Board Manual, Accreditation, CEO Performance Appraisal, Succession Plans & Reserve Fund Review
- Develop an “all-staff” succession plan to ensure the organization is always covered with the right people in place
- Conduct an annual review of a Full Operational Compliance Report (Board)
- Maintain the highest standards of Chamber Accreditation (utilize in conjunction with the London Chamber Brand)
- Honour the Diversity Policy
- Recognize and encourage all of the staff and volunteers who make this organization what it is

Accountability:

The Executive Directors and the Office of the CEO
Assist from Membership Services (business plans)
Responsibility falls to Board, Executives and CEO



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The Voice of Business

