

# NVC Strategic Plan 2022 -2025



## **NVC Vision:**

***The NV Chamber will be the catalyst for a thriving, connected community through strong partnerships, informed members, and bold leadership.***

## **NVC Tagline:**

***“A connected community is a thriving economy”***



# Strategy 1

## Maintain a credible Chamber - Operational Excellence

### Key Goals:

- Consistent, credible and reliable execution.
- Consistent flow of value to members and partners.
- Actively improve the executional delivery and follow-up to members.

### Priority Initiatives:

1. Maintain a strong and resilient Chamber structure.
2. Leverage Chamber network and NV volunteer network.
3. Leverage Chamber office location.
4. Maintain a strong, diverse membership base that is representative of the North Vancouver business and employer community.
5. Optimize and diversify existing and new funding opportunities.



# Strategy 2.

## Uphold a people focused, high value engagement

### Key Goals:

1. Sharpen the target market - focus on those who are embracing change and know they need support to move their business forward.
2. Add value to their NV Chamber touchpoints.
3. Look at the relationship as a *journey* not a transaction.
4. Listen ... with curiosity. Support & Connect ... with purpose. Lead ... with Knowledge. Advocate ... with passion.

### Priority Initiatives:

1. Listen to the concerns & needs of business groups and individuals.
2. Create engagement for members (events, information, education) that address the concerns & needs identified.
3. Support engagement that is inclusive and supports diversity.
4. Support those in targeted sectors which are facing and embracing change.
5. Connect as a trusted and resourceful partner and leverage relationships that are mutually beneficial.
6. Lead with new information and actions in support of major NV economic issues & opportunities.
7. Advocate on behalf of the North Vancouver business community through positions that are both locally and regionally relevant.



# Strategy 3

## Tell Stories that Captivate & Radiate the Chamber's "Why"

### Key Goal

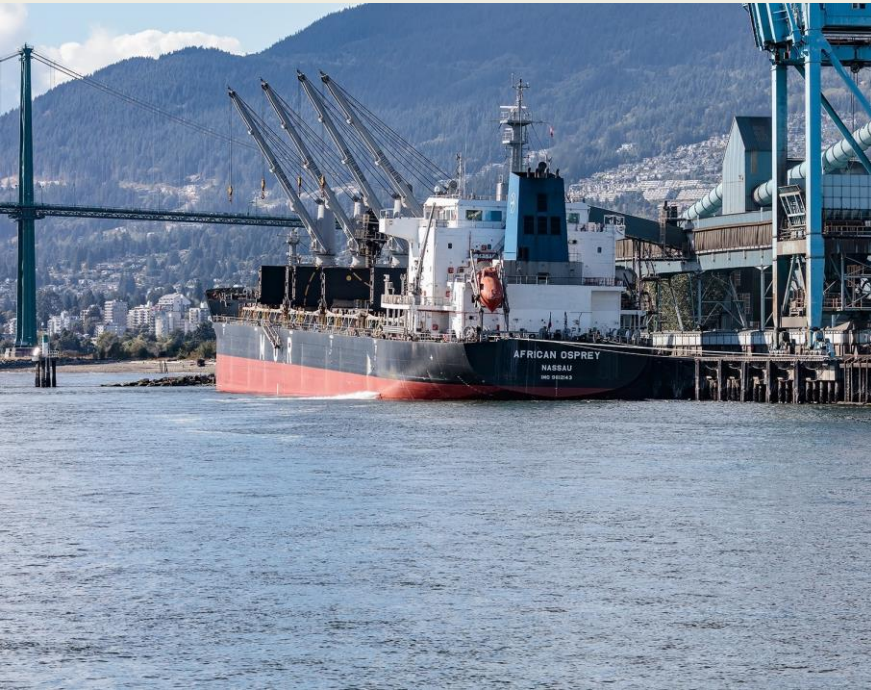
1. Share our inspiring brand story about the Chamber's role as a leader in fostering a connected, inclusive community and thriving economy.
2. Advance our brand and public-facing content through people & stories & images, to reflect:
  - our bold goals and accomplishments.
  - our confidence in the work we do.
  - the change we want to see in North Vancouver.
3. Show, don't tell.

### Priority Initiatives

1. Showcase real people, stories and images to tell who we are, what we do and why that is relevant to members and other stakeholders.
2. Create marketing and communications that are compelling, clear and consistent in support of "Listen-Support & Connect-Lead-Advocate".
3. Develop content and communication assets that build value and legacy to tell our brand story.
4. Display the diversity of North Vancouver in our communications.
5. Establish communications metrics that represent success.







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