



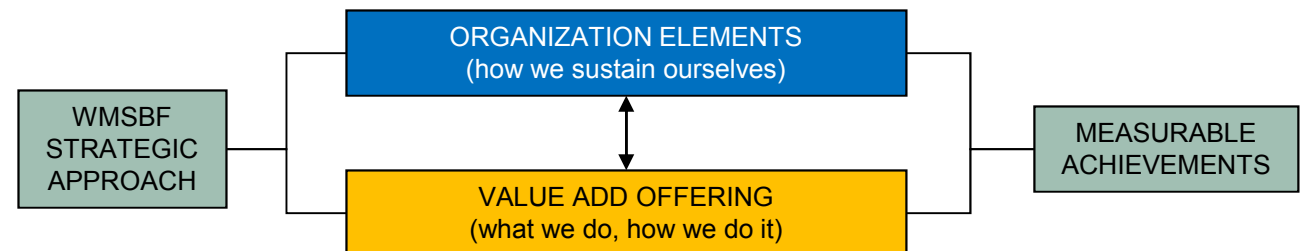
# STRATEGY 2010

REVISED 1/26/2010

**Mission** To promote business practices that demonstrate environmental stewardship, economic vitality, and social responsibility.

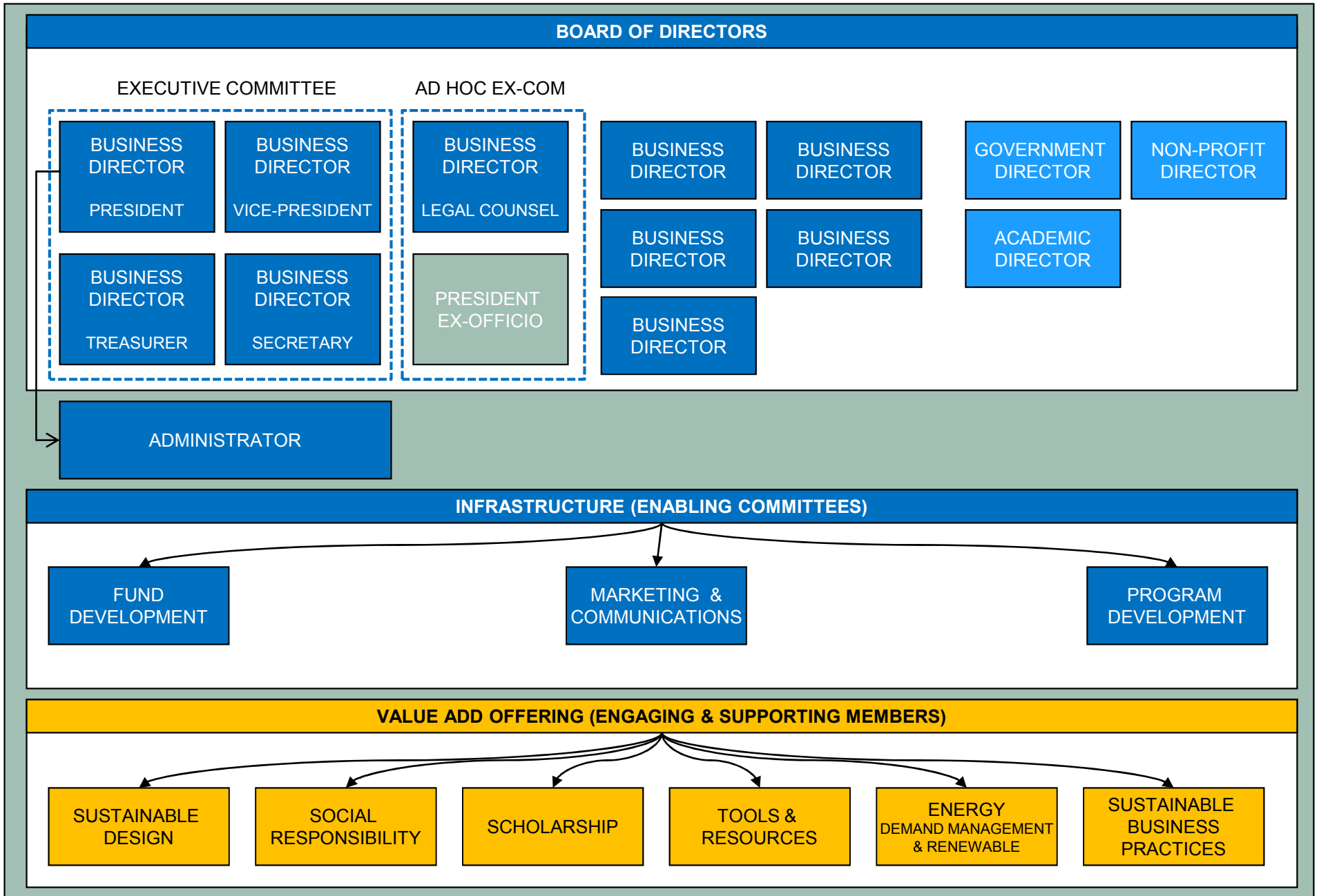
**Goals and Objectives** Our goal is to encourage the adoption and implementation of sustainable development business practices aimed at improving corporate profitability while simultaneously enhancing the long-term health of the environment.

To ensure sustainability of the strategic vision, it is crucial to establish the infrastructure to support the goals and objectives. The strategic plan draft addresses this need by proposing an overall strategic approach, supported by individual strategies and tactics that create value add for the organization at large and to establish an infrastructure that ensures sustainability. These strategies are measured by designing specific evidence of success resulting in measurable achievements.



This plan incorporates the results of the facilitated strategy session held on January 8, 2010 with the board of directors, the president ex officio, and a number of chairs and co-chairs of committees.

# WMSBF INFRASTRUCTURE



## WMSBF | KEY STRATEGIES

### INFRASTRUCTURE

1. Establish infrastructure to support the mission, vision, goals and strategies of the WMSBF
2. Establish financial processes and revenue streams to ensure financial sustainability

### LINKING

3. Create an information-based knowledge conduit facilitating evolution of organization and members

### VALUE ADD

4. Develop cross-industry, relevant programming and resources, ensuring productive networking and educational meetings
5. Develop protocols, means and methods to engage the business community

## WMSBF INFRASTRUCTURE

The top box illustrates the organizational capacity to support the value add offering of the WMSBF (bottom box). This foundational approach allows us to achieve our goals in a structured fashion.

