

Strategic Planning Summary

July 2016



Objectives

- Reminder of where we started
- Update on the multiple contributions
- Summary of the output from the January 2016 meeting and follow-up work

Purpose

Our Purpose: The security profession makes the world a safer place and has a positive impact on the future of the organizations and stakeholders we serve. We are the global leader in security professional development, education, and standards, transforming lives through the leadership we provide, the communities we create, and the products and services we deliver.

Promises

To our members, we promise:

best in class member services; opportunities to build relationships, exchange ideas, and share insights and best practices with peers around the globe; education and professional development opportunities that help you be more effective in your job and that support you at every stage of your career; an opportunity to be involved in the direction and work of our Society; to be a global advocate for and a positive impact on the profession.

To the employers of our members, we promise:

opportunities for your staff to access cutting edge knowledge and to develop relationships with global and local industry experts that create value and reduce risk for your organization.

To our partners, exhibitors and advertisers, we promise:

to be a good partner and work together for the best possible outcome for our respective interests.

Promises (cont.)

To our staff, we promise:

an empowering work environment and a culture of diversity, inclusion, and transparency; clear strategic intent and will hold you accountable and reward you for fulfilling that intent; appropriate professional career development opportunities; the opportunity to work on significant challenges that have global impact.

To governments, we promise:

to have open and transparent discussions with all interested governments about the importance of standards, professional development, and the furtherance of public-private partnerships.

Our Strategic Bets for Future Success

- ASIS International member make-up, demands and needs will continuously evolve; therefore, our Society must be agile and have its hand on the pulse of members globally to know and deliver what will make a difference for their careers and employers
- ASIS International must be the clearing house for best security and risk management practices for all levels and specializations of our profession
- ASIS International must be the face and voice of the security & risk management profession globally
- ASIS International is a leader in anticipating and dealing with emerging physical, cyber and other threats from nations, organizations, non-nation-state actors, individuals and new technologies
- Criminal and terroristic threats will go towards cyber; physical and cyber security will converge; the roles of the CSO and CISO will converge

Strategic Assets

- Membership: The knowledge, leadership, community
- Volunteer leadership—regions, chapters and councils and *ad hoc* committees
- Vetted products and standards that protect members and their employers from liability
- CPP, PSP & PCI—internationally recognized board certifications
- Our brand
- Members all over the globe & global reach
- Strong investment portfolio & building
- MOUs with other organizations & governments
- Educational programs, web offerings
- Research and reports
- Highly committed and knowledgeable professional staff
- Lobbying in DC and beginnings in Brussels
- Annual conference
- Publications, i.e., *POA & Security Management*

Strategic Objectives - Summary

Branding

We are acknowledged globally as the face and voice of enterprise security risk management.

Knowledge Management and Delivery

We provide our global stakeholders readily accessible, relevant, timely and on-demand access to knowledge developed for security professionals.

Professional Competency

We provide relevant certifications, professional development, and membership opportunities for security professionals worldwide to succeed in their roles and advance their careers.

Global Network

We influence and provide a secure forum for security professionals worldwide to share information, develop relationships, and increase and impact the body of security knowledge.

Event Preparedness and Response

We are the leading security association providing stakeholders the communications platforms and tools they require at the global and local level.

Organizational Operations and Performance

We are organized, staffed, and invested to provide the highest standard of service to our worldwide membership.

Phase I: Strategic Objectives - Detail

Strategic Objective	As evidenced by...
<p>Branding We are acknowledged globally as the face and voice of enterprise security risk management.</p>	<ul style="list-style-type: none"> ✓ New organizational name to reflect risk focus ✓ Primary source for media ✓ Integrity of information (safeguard our assets) ✓ International issues management ✓ Advocate for the profession
<p>Knowledge Management and Delivery We provide our global stakeholders readily accessible, relevant, timely and on-demand access to knowledge developed for security professionals.</p>	<ul style="list-style-type: none"> ✓ Instant, actionable information ✓ Constant curating of information ✓ Landing pages/best practices ✓ Research assistance; regional basis (value add services; travel safety/security info) ✓ Device agnostic ✓ Digital resources vs library ✓ Leveraging information technology ✓ ASIS “on demand”
<p>Professional Competency We provide relevant certifications, professional development, and membership opportunities for security professionals worldwide to succeed in their roles and advance their careers.</p>	<ul style="list-style-type: none"> ✓ World class member experience ✓ Bundled/tiered membership ✓ Certification and/or certificate levels appropriate to career stage or country ✓ Self-service ✓ Evaluating strategic alliances with other organizations (i.e. IFPO, universities) ✓ Business development ✓ Extended engagement outside traditional membership ✓ Career pathing ✓ Security transformed into a profession worldwide ✓ Aggregate splinter groups

Phase I: Strategic Objectives – Detail *(continued)*

Strategic Objective	As evidenced by...
<p>Global Network We influence and provide a secure forum for security professionals worldwide to share information, develop relationships, and increase and impact the body of security knowledge.</p>	<ul style="list-style-type: none"> ✓ Best practices ✓ Develop standards ✓ Council/chapters ✓ Global events ✓ Seminars
<p>Event Preparedness and Response We are the leading security association providing stakeholders the communications platforms and tools they require at the global and local level.</p>	<ul style="list-style-type: none"> ✓ Members have all the tools to prepare for incidents ✓ Communications protocols – for members and media ✓ The “go to” organization – the first one people contact ✓ Social media/public relations ✓ Knowing who is allowed to speak for us ✓ Needs to happen at global and local level ✓ Have structure in place to provide community support ✓ ICS concept (incident command structure) ✓ Make information accessible ✓ Incident response ✓ Part of business continuity
<p>Organizational Operations and Performance We are organized, staffed, and invested to provide a world class member experience.</p>	<ul style="list-style-type: none"> ✓ Customer service ✓ Technology ✓ Staff/service ratio ✓ Staffed to strategy ✓ Meaningful metrics that show organizational health and growth

3 Key Tests



Phase II – Turning Strategy to Action



- Key:
- Phase I
 - Phase II

Strategic Adoption

