

# WPO Strategic Planning

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**UPDATE FOR CHAPTER CHAIRS**

**JUNE 2024**



**Women  
Presidents  
Organization**

## WPO MISSION (RESTATED)

Facilitating the greatness of women leaders through community, peer learning and knowledge sharing.

### LEGAL MISSION

To accelerate business growth, enhance competitiveness, and promote economic security for women entrepreneurs and women-led businesses.

# WPO CORE VALUES

## SUPPORTIVE

We are caring advocates. We collaborate. We are helpful.

“WPO is just as much about giving as getting.”

## TENACIOUS

The quest for excellence. We take risks. We get stuff done. We follow-through. We are dedicated and don't give up.

## THOUGHTFUL

We consider the impact. We ask and don't assume. We consider others' capacity. We think about the big picture, as well as the situation and others involved.

## COMMUNITY-CENTERED

All ships rise with the rising tide. We all do better when we all do better. This is a group process. This is a safe place.

## INSATIABLY CURIOUS

We have a drive to learn. We are interested. We are open to learn from any situation. We are generous listeners.

# WPO Strategies 2024-2025

Financial	<p>What will drive our financial success?</p> <p><b>Grow income to \$7.8 million by 2025</b></p>
Customer	<p>What will drive success with our stakeholders?</p> <p><b>Own the Women's Entrepreneurial Business Market</b></p> <p><b>Increase value to our Stakeholders</b></p>
Internal	<p>What will drive success in how we operate in our business?</p> <p><b>Streamline our core business processes</b></p> <ol style="list-style-type: none"><li>1. Member Development</li><li>2. Talent Development - CC</li></ol>
Foundation	<p>What will drive success across our culture and enabling technologies?</p> <p><b>Build a culture for growth and success</b></p> <p><b>Use technology to enable engagement, community and performance</b></p>

## CHAPTER CHAIRS HAVE “ADDED VALUE” TO THE STRATEGY PROCESS

Meeting Date	Chapter Chair Activity	"Added Value" to the overall WPO Strategy
August 2022	SWOT Input	Confirmed: <ul style="list-style-type: none"> <li>• WPO Values</li> <li>• Core CC Strengths in Facilitation and Group Process</li> <li>• Own the Women's Business Entrepreneurial Market</li> </ul>
May 2023	Shared stakeholder value	Current needs: <ul style="list-style-type: none"> <li>• Better content and technology</li> </ul> Future Expectations: <ul style="list-style-type: none"> <li>• Streamlined business processes at HQ</li> </ul>
August 2023	2024 Priorities	Healthy Engaged Chapters <ul style="list-style-type: none"> <li>• CC Continuity, consistency, support and development</li> <li>• Member value</li> </ul>
May 2024	Talent/CC Development Process	Roundtables on <ul style="list-style-type: none"> <li>• Onboarding</li> <li>• Member experience</li> <li>• Value and Advocacy</li> </ul>
Next?	Outreach	Talent/CC Development Project Teams

# WPO

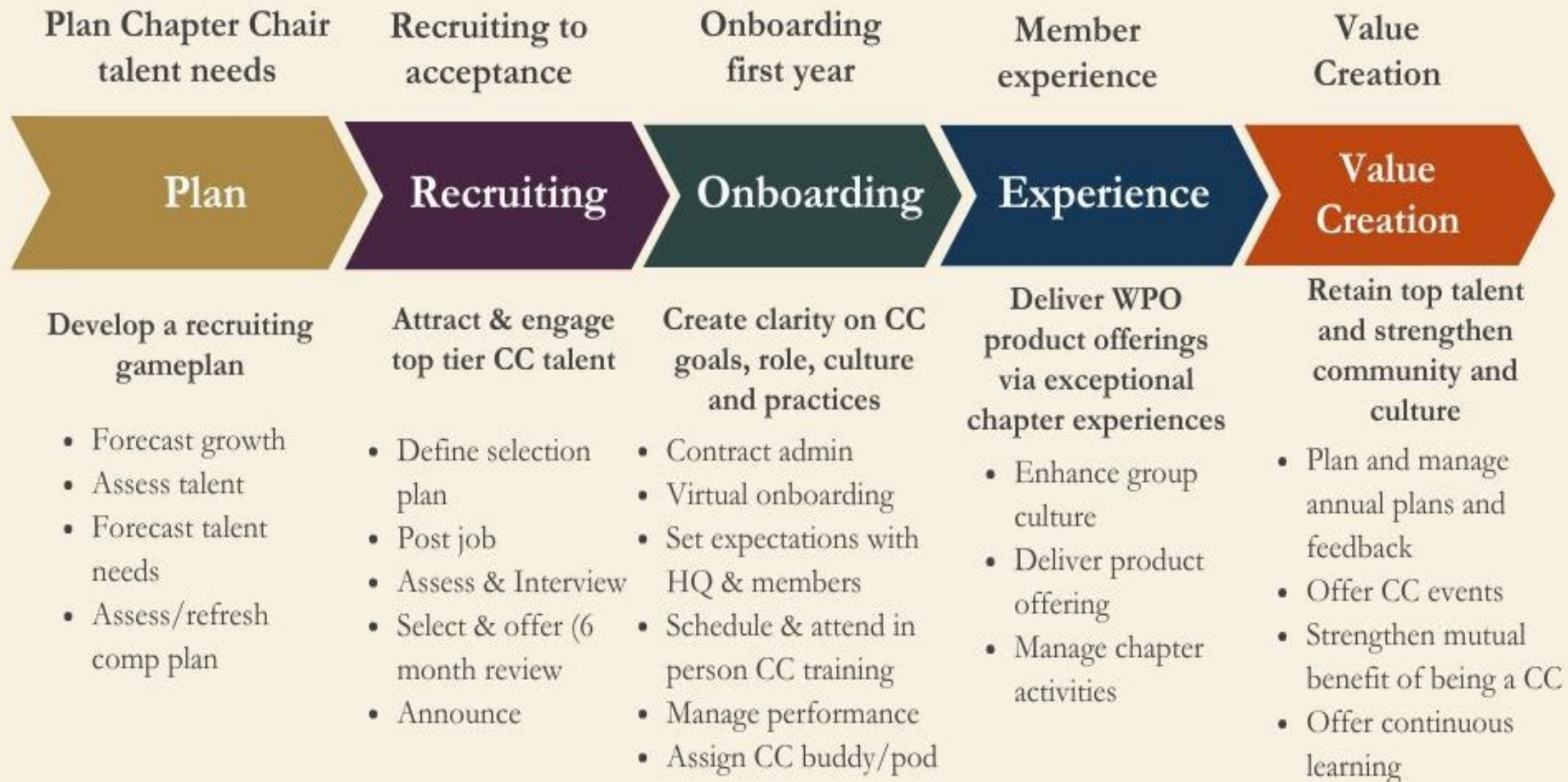
## MEMBER DEVELOPMENT PROCESS





# WPO

## TALENT DEVELOPMENT PROCESS - Chapter Chairs



# Thank you.



2 Park Avenue, 20th Floor \ New York, NY 10016

*Web:* [women-presidents.com](http://women-presidents.com)

*Email:* [info@women-presidents.com](mailto:info@women-presidents.com)

*Phone:* (646) 668-5460

