DRAFT 1.0 FY 10 Enterprise Strategy Map

Global Customers

C1 – Better serve our Core Customers focusing on:
-Early Career Engineers
-Industry
-Government
Practicing Engineers
-Institutions

C2 – Secure, serve and incorporate emerging markets & technologies

Financial Viability

F2 – Increase Net Revenue.

What we do (core activities)

Build Communities

I1 – Stimulate diversity and active participation in all units and communities

Knowledge Creation

I2 – Develop new and expanded relevant content

Advocate & Communicate

I3 - Provide effective representation and advocacy for the engineering profession

I4 - Improve coordination and effectiveness of internal/ external communications

Learning & Growth

L1 – Utilize a volunteer-staff partnership to foster innovation

L2 – Develop a global and diverse volunteer leadership

L3 Enhance use of data and best practices in planning and decision making

L4 – Strengthen enterprise project management skills and capabilities

ASME
SETTING THE STANDARD