

CMI GROWTH STRATEGY

2017 - 2018

Increase the quality & quantity of professionally qualified managers & leaders

Grow partnerships to increase the number of Chartered & qualified managers & leaders
Create the right integration of products, propositions and channels for our customers & leaders
Build the CMI brand as thought leaders in management & leadership practice
Be the professional home for management & leadership
Develop global mindset and presence

Manage business plan risks

Better led & managed organisations

Proving our impact on employability and productivity

Shifting government policy

Market & competitor response to new environment

Building capability to execute strategies

Attracting & converting young members

Customer at the heart

Strong financial management

Collaborative high performance culture

Operational excellence

Agility in managing change & resources