

## My IABC Chapter Game Plan

**Value Propositions:** IABC is the only global association connecting me with the people and insights I need to drive business results.

1.) What is the number one challenge my chapter is facing right now? (or our portfolio of products?)

2.) Ideas to help my chapter overcome this challenge:

How can we **Advance the Profession** locally?

What are the best ways to **Create Connection**?

How can we **Develop Strategic Communicators**?

1.

1.

1.

2.

2.

2.

3.

3.

3.

3.) Budget & other resources: (What do we think it will cost? What are other budget considerations? Is there a sponsorship opportunity? What about the volunteer time needed?)

4.) Top Three ideas from the list above to implement this year?

1.

2.

3.

5.) Implementation: (How will we make this happen?)

Objectives (What do we want to achieve?)

What are the roadblocks and how will we address them?

**Strategies**

*(How will we achieve each objective?)*

**Tactics**

*(What will we do to execute each strategy?)*

**Metrics for Success**

*(How will we know we achieved it?)*

6.) Results (A year from now, what outputs, outcomes and outtakes would we like to be different?)