



**GEOPROFESSIONAL
BUSINESS
ASSOCIATION**

**Strengthen Our Brand.
Turbocharge Member Experience.
Celebrate Success.**

BRIDGE STRATEGIC PLAN 2020-2021

Adopted July 1, 2020

PURPOSE

To be the preferred source of business-educational resources, specifically risk management and business performance optimization, for geoprofessional firms.

STRATEGY

Create value through unique member experiences that are not available elsewhere.

WE SERVE

GBA serves geoprofessional firms that provide geotechnical, geologic, environmental, construction-materials engineering and testing, and related civil-engineering and earth-science services.

GBA VALUES

- Enjoyable & Rewarding Relationships
- Collaboration on Common Issues
- Professionalism
- Responsiveness
- Openness and Trust

VALUE PROPOSITION

GBA helps its members and their clients confront risk and optimize business performance by delivering unique professional resources, programs, and services that make them stronger, smarter and more successful.

LONG-TERM VISION

GBA is: recognized as an essential business resource for geoprofessional firms; an attractive, dynamic, growing organization; a leader in advancing the geoprofession; and valued and recognized for its collaboration with key partner organizations.





STRENGTHEN GBA'S BRAND

Sharpen our focus to deliver on the Value Proposition.

1. Create an abundance of warmth, friendliness, and inclusion in all our interactions and communications with members that enhances our ability to share and learn from each other's diverse experiences.
2. Provide regular opportunities for members to collaborate and solve common challenges.
3. Keep messaging clear and impactful in communications with members, alliance organizations, other geoprofessionals and business partners.
4. Continue producing new reference material while updating existing documents, and delivering them in ways that will enhance use by members and the profession.
5. Emphasize during the year: *When We Collaborate During Adversity, Everyone Succeeds.*



TURBOCHARGE THE MEMBER EXPERIENCE

Develop a unique "member experience" to drive value and connection.

1. Further enhance our conferences (whether in-person or virtual formats) to be even more of a primary value driver for members across a wider range of professional experience.
2. Develop and implement a plan to diversify the organization's membership, Committees, and Board of Directors to bring new vitality, and promote multi-generational and diverse relationships.
3. Further develop smaller scale peer groups that attract and retain members.
4. Promote more consistently our latest and most popular reference materials to bring value to member firms and deliver them in high-impact and relevant ways.
5. Enhance connection with our members through personal outreach and surveys to understand how we can increase value of their membership and enhance engagement.



CELEBRATE SUCCESSES

Highlight the accomplishments of members that promote our values, purpose and strategy while elevating our profession and contributing to our overall success.

1. Continue to build the Annual Awards Program to honor our value proposition and create pride within our membership.
2. Highlight member contributions to GBA and to their communities in a way that is both special and fun.
3. Create a temporary "COVID-19: Members in Action" update to acknowledge and share effective measures taken by member firms to help their employees, clients, and communities during this unique time.