EMBRACE THE FUTURE AND CHAMPION CHANGE.
ACCELERATE LEADERS’ SUCCESS.
FORGE FIERCELY LOYAL RELATIONSHIPS.

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 Friendships
• Collaboration on Common Issues
• Advancement of our Professions
• Working Together to Improve Our Businesses
• Openness, Empathy, and Trust

VALUE PROPOSITION
We share diverse experiences to develop leaders and drive business success in a rapidly changing world.

LONG-TERM VISION
GBA strives to be:
• The acknowledged geoprofessional support organization providing risk mitigation, business optimization, and leadership development tools, training, and exposure for its member firms.
• Forward-looking, innovative in its delivery of content, and reflective of the geoprofession and its member firm representatives.
• An organization that cultivates and promotes an inclusive, equal opportunity, and diverse community internally and throughout the geoprofessions.
EMBRACE THE FUTURE AND CHAMPION CHANGE

GBA will monitor trends, find opportunities, and help members manage risk and optimize business performance.

Supported by:
- Crystal Ball Workshops
- Emerging Content Delivery Methods
- Collaboration with Alliance Organizations
- Forward-looking Conference Topics
- Diversity of Leadership Positions

ACCELERATE LEADERS’ SUCCESS

GBA will provide an easily accessible platform for GBA leaders at all levels of member-firms that promotes development, optimizes influence, and facilitates achievement.

Supported by:
- Emerging Leaders Program and Initiatives
- Reimagining Peer to Peer Experience Transfer
- Leader Focused Conference Topics
- Resources for Leadership Development
- Enhanced Recognition Programs

FORGE FIERCELY LOYAL RELATIONSHIPS

Through collaboration, shared experiences, and common trust, GBA welcomes all. We provide opportunities to engage with associates and build a community that embraces professionalism while working together to elevate our profession.

Supported by:
- Networking Opportunities
- Committee Participation
- Diversity, Equity, and Inclusion Promotion
- Elevate Geoprofessional Value Initiative