

# 2024 STRATEGIC PLAN

**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.

## **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

## **STRATEGY**

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

## **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.

# STRATEGIC OBJECTIVES

## 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