



2027+ STRATEGIC PLAN

PURPOSE

To elevate geoprofessional value by being the preferred source of business and educational resources focused on risk management, business performance optimization, and change leadership for firms that provide geoprofessional services.

STRATEGY

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

WE SERVE

Firms that provide geotechnical, geologic, environmental, construction-materials engineering and testing, civil engineering, earth science, and related consulting services.

GBA VALUES

- Enjoyable & Rewarding Relationships
- Collaboration on Common Issues
- Elevating Our Profession
- 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 leader in providing risk mitigation, business optimization, and leadership development tools and training to member firms.
- Expanding the impact of membership to a broader audience of member-firm representatives.
- Forward-looking, innovative delivery of resources, reflective of the geoprofessions and its member-firm representatives.
- An organization that cultivates and promotes an inclusive and diverse community internally and throughout the geoprofessions.

WE ARE

Geoprosessionals provide engineering, earth, materials testing, and/or environmental services applied to below-ground ("subsurface"), ground-surface, and ground-surface-connected conditions. Also common to all is that geoprofessionals are creating a better, safer world by providing vital services to projects in the areas of energy, water, infrastructure, transportation, and buildings. Geoprofessionals work together with other professions to design, construct, operate, and maintain facilities, ultimately positively impacting our world.

STRATEGIC OBJECTIVES



MEMBER SUCCESS CATALYST FOR MEMBER SUCCESS

GBA will support our member firms' success by advancing the growth and development of their employees to make them more effective and prosperous through change.

Strategies:

1. Be the *most relevant* professional development program for the geoprofessions.
2. Increase awareness and streamline access to GBA resources.
3. Enhance benchmarking to curate best practices of our and allied industries.
4. Provoke members to lead through change.



IMPACT DIFFERENCE-MAKING CONTENT AND PROGRAMS

Lead the way in navigating fast-paced technological and workforce changes in the geoprofessions by demystifying, vetting, and promoting technology-driven strategies for our members to grow and thrive.

Strategies:

1. Deliver the future to the doorsteps of our members.
2. Establish and support an environment for relevant and timely technological advances.
3. Offer resources that allow our member firms to be aware, nimble, and prosperous, as business models evolve through demographic transition, economic cycles, and disruption.



VIBRANCY FOCI FOR THE GEOPROFESSIONS

Fueled by our value proposition, industry engagement, and genuine passion, GBA will emerge as the ultimate champion for collaboration, uniting like-minded allies to achieve common goals and drive industry innovation in an ever-changing environment.

Strategies:

1. Amplify our impact on the profession by expanding our reach into member firms and other similar firms.
2. Showcase the transformative impact and vital role that geoprofessionals have on society by actively promoting the geoprofessions to the public and the way we view ourselves.
3. Promote the value of geoprofessionals within project lifecycles, emphasizing informed decision-making.