

ROCHESTER PROFESSIONAL CONSULTANTS NETWORK
2013 – 2014 Strategic Plan
Approved by the RPCN Board of Directors: April 19, 2013

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Vision: RPCN is a world-class organization of professional consultants.

Mission (Purpose): RPCN enables its members to develop premier consulting businesses that deliver customer-centered solutions that are better, smarter and more innovative.

Organizational Values: Welcome, Collaboration, Diversity, Integrity, Mutual Support

Outcomes:

1. Members achieve their annual financial milestones.
2. RPCN is recognized as an organization of premier consultants who have reputations as thought-leaders and innovators.

Strategies:

1. Develop member skills so they can run a business, acquire clients and produce results.
2. Promote client-centered consulting.
3. Develop a powerful RPCN brand that highlights member success.
4. Develop alliances with strategically appropriate area organizations.
5. Create opportunities for members to build professional relationships with each other that lead to mutual support.
6. Showcase member talent.

2013-2014 Priorities:

1. Conduct surveys to measure RPCN and member success:
 - a. Survey members to create a baseline for understanding the current business status and success of members.
 - b. Survey members semi-annually to obtain evidence for outcome success.
 - c. Survey the business and non-profit communities annually to obtain evidence of outcomes success
2. Create a “Learn-From-The-Best” program that launches in September and that teaches RPCN members how to be the most successful consultants.
3. Create a benchmarking task force that will:
 - a. Identify every professional organization in central and western NY
 - b. Compare RPCN members to non-members
 - c. Develop a metric(s) that will allow members to determine if they are best in class or how they can advance to best in class.
 - d. Evaluate the value and impact of creating multiple membership levels.
4. Leverage the RPCN website primarily as a tool to support the “Learn-From-The-Best” program.
5. Implement marketing and communication strategies to promote RPCN and its members.

Tag Line: Developing premier consulting businesses.