

## WIT Strategic Plan President's Key Strategies

1. Strategic Alliances:  
Form mutually beneficial long term **strategic alliance** relationships with significant organizations that will enable us to grow exponentially and maximize our reputation as a result of the alignment of our organizations.
2. Sponsorship:  
Significantly expand our impact, influence and scope by broadening the range of **sponsors** to include categories with goals, objectives and benefits for: targeted recruiting firms (member talent); targeted leadership companies (executive talent); targeted associations (member access); and venture capital firms (innovation trends).
3. Leadership Talent Pool:  
Leverage the excellence in **leadership** of the organization to cause firms to recruit from current and past WIT leaders to fill management and executive positions. Serving in our leadership is a highly referenceable opportunity to become part of an area wide **talent pool**.
4. Technology:  
Bring bleeding edge **technology** discussions to the members to increase their knowledge and preparedness. Provide an information and resources home for technologists with an emphasis on the new, and deepen their relationship with the organization because we are the frontrunners. Attract general audiences for awareness and education on the "T" in WIT across a vast array of technologies beyond just IT.
5. Member Satisfaction and Loyalty:  
Achieve world class **member satisfaction and loyalty** results that translate to world class retention rates by delivering what members want, need, and should have to excel professionally. Loyal members become our most beneficial recruiting source.
6. Reputation and Branding:  
Thoughtfully and aggressively manage the look and feel of the organization so that WIT is always thought of, easily remembered and first to be considered when perspective is needed. Our members are quoted on behalf of WIT in local newspapers. We have significant visibility with corporate executives. Our reputation is underscored with the credibility of all of the amazing people behind the organization face. All of the bits and pieces that comprise WIT effectively sell the **brand** and receive due accolades. When these are combined with our overall method of operations, the result is a cohesive pattern that is the whole **reputation**.