

1,000 members by end of 2016, with a 70% renewal rate, 97% net promoter score (measured by annual survey) underpinned by a sustainable financial operating model

**Build on our solid foundations:
Find the levers to “scale up”**



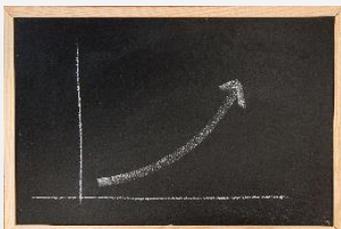
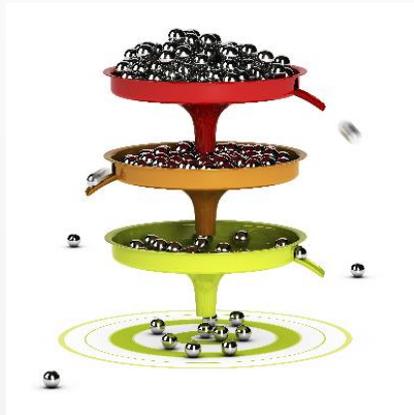
1. Know our audience & communicate with them effectively

2. Widen the funnel: Reach new people

3. Unequivocal value: Create a “no brainer” proposition based on the needs & wants of the UK BA community

4. Ask for the sale: Make joining (and renewing) easy

5. Enhance Retention. Create & communicate our ongoing value proposition so renewing is a “no brainer”



Thriving branch network which hosts at least 24 events across the UK in 2016, with 9 virtual events

Build a reputation as the “go to” organisation for business analysis

Support, extend and represent the BA community

Provide professional and career development opportunities for our members and volunteers

Continue to invest in our online platform, creating an online community hub for the UK BA community

Build win/win links with like minded organisations

Our Values

Our values underpin everything we do and every interaction we have

Members and Community first

Independent, ethical and fair

Develop the profession and “grow the pie”

Honest, open and accountable

Supportive

Innovative

Financially Prudent

IIBA UK Chapter Values



Members and Community first

IIBA UK is a member-driven organisation. We exist to serve, support, lead and grow the business analysis community for the benefit of our members. All of our core activities are primarily aimed at providing value to (1) our members as first priority, and (2) the wider BA community.



Independent, ethical and fair

We are an ethical, fair and independent organisation. We treat all of our stakeholders fairly and equally, and we act ethically at all times. We value our independence. We avoid situations where we show undue favour to any one company, product or idea.



Develop the profession and “grow the pie”

We know we’re not the only professional organisation aimed at Change Professionals. We seek to build awareness of the breadth of business analysis and grow (rather than divide) the pie. We favour engagement with complementary organisations, rather than head-on competition. We value different ideas and perspectives.



Honest, open and accountable

As an organisation we are tactfully honest and open at all times. We are fully accountable to our members. As directors and volunteers, we hold each other to account. We aren’t afraid to face the “cold hard facts” and we’ll call out the ‘elephant in the room’ early.



Supportive

IIBA UK is a volunteer run organisation, and we know this can only work if we support each other. When problems occur, we look for ways of helping each other out rather than apportioning blame. We learn lessons, improve our processes and move on.



Innovative

We value innovation – in many ways. We value innovative new ideas relating to business analysis, but also new ideas relating to IIBA UK. We aren’t afraid to try new things, and when we do experiment, we measure and adapt regularly.



Financially Prudent

We never forget that we are the custodian of our member’s subscription fees. It is our duty to spend these to the best effect, and we exercise financial prudence at all times.