

International Leadership Association

# POSITIONING ILA FOR THE FUTURE

## ILA 2020





# Introduction

The world has a deep and pressing need for leadership. It is what inspires and enables humanity to face the challenges in a complex, diverse, and ever-changing world. The ILA is committed to advancing leadership knowledge and practice by creating a trusted space for leadership learning across boundaries and providing a trusted source of leadership resources for our members, partners, and the public.

The ILA was created in 1999 to bring together professionals with a keen interest in the study, practice, and teaching of leadership. Today, ILA is the largest worldwide community committed to leadership scholarship, development, and practice. We accomplish our mission through the synergy that occurs by bringing together our members and partners; collectively having a multiplier impact on leadership and change.

For twenty years the ILA has convened extraordinary talent across sectors, cultures, disciplines, and generations. Our members and partners are at the forefront, inspiring new thinking and shaping the greater good of individuals and communities world-wide.

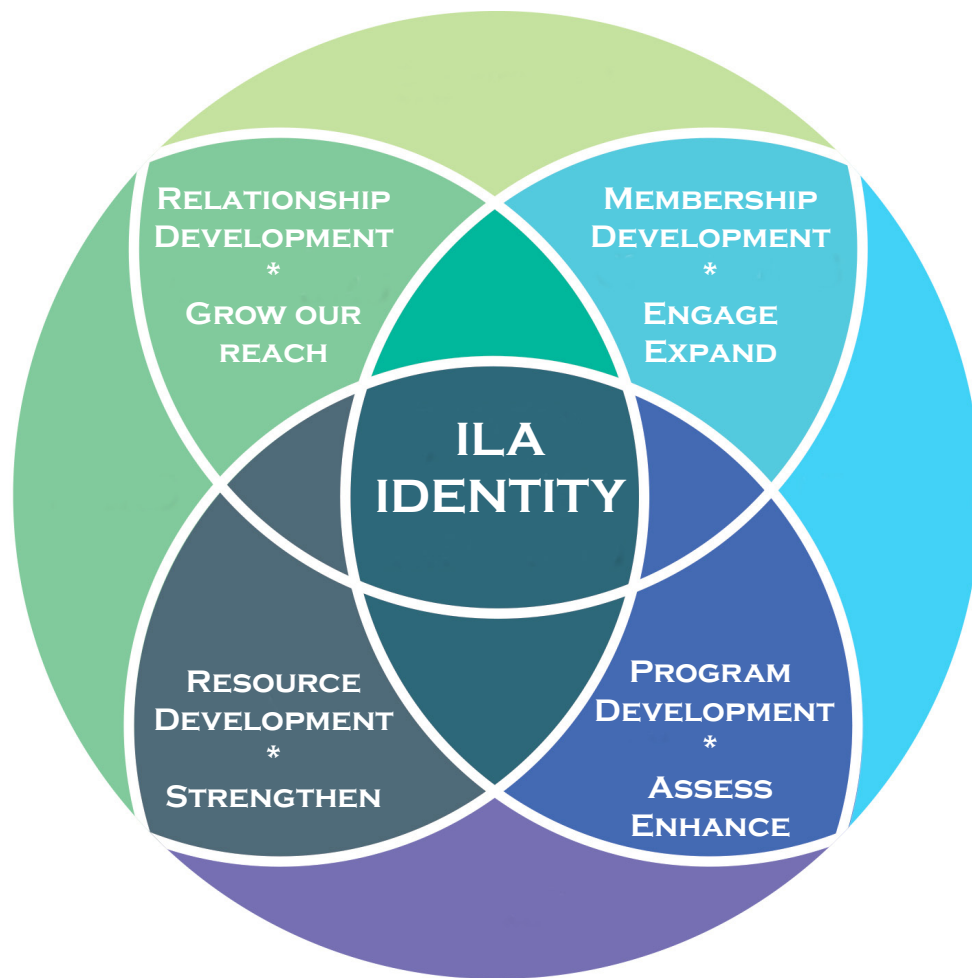
We are committed to advancing leadership knowledge and practice for a better world. This is who we are. This is what we do. This is what we intend to do with our members and partners to make an even greater impact. Come join us.



# ILA Strategic Positioning Plan

The ILA creates a unique space for our members to convene, the resources to promote deeper understanding and insights on leadership, and the collaborations and connections to inspire innovative ideas which result in new leadership knowledge and practices for the greater good. The purpose of this strategic plan is to position the ILA for 2020 and beyond. The Strategic Positioning Plan (SPP) is focused on four core areas to further develop ILA relationships, membership, programs, and resources to take the ILA to 2020.

The ILA believes strongly in human potential and the importance of expanding the multiplicity of our membership across all boundaries for our members to have the knowledge and networks to create and facilitate change. As we celebrate the 20 year anniversary of the ILA, this plan provides an opportunity to assess present programs and services offered to determine what programs need enhancements and what new initiatives are essential for our members and programs to further the leadership field. The ILA also believes in the importance of leadership world-wide and therefore will focus on ways to grow the leadership profession and ILA reach within, across, and beyond the ILA. To do all of the above and more, the ILA will continue to focus on strengthening resources and organizational capacity.



The beauty of strategic planning is that it is generative. Our prior three strategic plans were nourished and grew from their forerunners. This fourth strategic positioning plan builds on our present and past and looks toward the future with great excitement and anticipation.

# Four Core Areas and Corresponding Goals

The four Positioning Core Areas (PCAs) support the growth and strength of the ILA.

Each PCA has three corresponding goals of equal importance to map our direction forward.

## **PCA Relationship Development: Grow the field of leadership and the ILA**

G1. Develop collaborative relationships with organizations aligned with ILA's purpose and values

G2. Focus efforts to increase diversity and global acuity of the Board, Member Communities, and staff

G3. Increase our impact by strengthening leadership networks within, across, and beyond ILA

## **PCA Membership Development: Expand, engage, and diversify our membership**

G4. Simplify and refine the member community structure to better serve the needs of our members

G5. Create more ways for our members to actively engage

G6. Increase and diversify Individual and Group Members around the world with a particular focus on the business, public, and social service sectors

## **PCA Program Development: Assess, refine, and enhance our program portfolio**

G7. Assess and enhance our program portfolio and services in alignment with our mission and identity

G8. Refine how conferences are organized to better attract, engage, and retain our constituencies

G9. Capitalize on technology to expand access and visibility

## **PCA Resource Development: Strengthen financial sustainability and organizational capacity**

G10. Develop a multi-year business plan that includes attention to revenue streams and resources, particularly new areas, and leads to a marketing plan and a finance plan

G11. Increase revenue to further diversification and sustainable cash reserves

G12. Create the infrastructure to expand fundraising

# ILA Mission, Values, and Community

**Our Mission:** Advancing leadership knowledge and practice for a better world.

Leadership can make a difference. The ILA is committed to advancing our mission by creating a trusted space for leadership learning and by providing a trusted source of leadership resources.

## ***A Trusted Space for Leadership Learning***

Through the practice of bringing together individuals across distance and disciplines ILA plays a vital role in ensuring that the best thinking about the process of leadership is developed and disseminated. Creating and holding trusted spaces reflects our belief that leadership capacity exists across the globe in every sector and in every discipline. Through convening and conversing, we cultivate deeper understanding of the world and new insights into how we might exercise effective leadership that addresses our most critical challenges.

## ***A Trusted Source for Leadership Resources***

As a result of our commitment to holding spaces for research and dialogue, we are able to serve as a principle source for leadership related resources — programs, content and service. Through our global, regional, and topical conferences, books, webinars, and emerging digital offerings, we generate and disseminate new research, knowledge, and practices that address issues of interest to our members and the global community at large.

## **Our Values**

Our core values represent our deepest beliefs and highest aspirations regarding who we want to be as an organization and how we aspire to engage with the world. They are:

**Inclusion** We foster and promote diversity.

**Integrity** We expect effective and ethical leadership practices and rigorous scholarship.

**Interconnection** We believe that we are part of a global web of interdependence; by bringing people together in meaningful ways, we deepen this interconnection.

**Interdisciplinary** We promote and influence leadership as an interdisciplinary field from multiple sectors at the nexus of theory and practice.

**International** We respect cultural contexts and facilitate learning and networking across the boundaries.

**Impact** We encourage leadership initiatives that advance the field of leadership and contribute to the greater good.

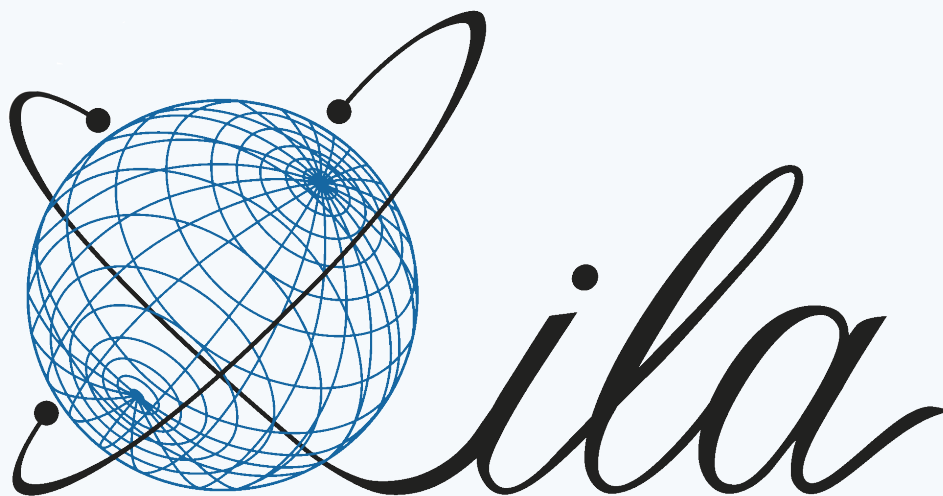
## **Cultivating a Thriving Global Leadership Community**

The principal means by which our mission is achieved is through a thriving global leadership network of individuals currently working in every sector, discipline, and profession across the globe with a deep commitment to the exercise of leadership that will shape a better future for all.



8601 Georgia Avenue, Suite #1010  
Silver Spring, MD 20910-3440 USA

[www.ILA-net.org](http://www.ILA-net.org)  
[ILA@ILA-net.org](mailto:ILA@ILA-net.org)



International Leadership Association