



Where will AIM WA  
lead you?



Australian  
Institute of  
Management  
WESTERN AUSTRALIA

BUILDING A COMMUNITY  
OF LEADERS  
**STRATEGIC PLAN**  
2017-2020



# BUILDING A COMMUNITY



**Dr Alison Gaines** FAIM  
President



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Chief Executive Officer

## FOREWORD

We are pleased to introduce our Strategic Plan 2017 – 2020.

As the Australian Institute of Management (AIM WA) celebrates 60 years of building leadership and management capability in Western Australia and in our region, the Institute has never been better equipped to deliver leading edge leadership and management development products and services to its members and clients.

The challenges currently faced by the Western Australian business community and our regional neighbours represent some of the most complex and disruptive in many years.

AIM WA has responded with the development of an innovative strategic approach to equip our leaders and managers for the challenging times ahead. Our new strategic approach leverages the power of collaboration and learning from the past to succeed in the future.

*Building a Community of Leaders* represents a dynamic strategic direction for the Institute that encourages agility and the sharing of ideas, experiences and knowledge. This approach draws on our global expertise to provide our members and clients with the leadership and management strategies that are the most adept in tackling complex business issues in a rapidly changing environment.

Developed in collaboration with the AIM WA Board, the AIM WA Advisory Council, key stakeholders and the AIM WA Team, the plan outlines our vision, purpose, core values, and our strategic objectives to build a community of leaders across Indian Ocean Rim countries.

We look forward to working together with you in *Building a Community of Leaders*.

# OF LEADERS



## OUR VISION

Our vision is a statement of how we see ourselves in the future.

AIM WA will be an international leader shaping management, leadership and organisational excellence in Australia and our region.

## OUR PURPOSE

Our purpose describes why we exist in the community and the work that we do.

AIM WA is a private, not-for-profit, membership-based organisation dedicated to building leadership and management capability through delivery of learning and development programs and services, by facilitating thought leadership, and through recognising excellence.

## OUR VALUES

Our values guide the way we work with each other, and with our members and clients.

- **Commitment** – a commitment to providing high quality programs and services which enhance the performance of managers, leaders and organisations.
- **Respect** – a positive regard for others and self, and acknowledging and embracing difference and diversity.
- **Innovation** – drawing on the creative talents of staff and independent consultants to address the needs of members and clients.
- **Integrity** – acting with integrity in an honest, fair, equitable and accountable manner in all of the Institute's dealings.
- **Sustainability** – striving to support sustainable business practices that deliver value and quality to members and clients.

## OUR STRATEGIC OBJECTIVES

Our strategic objectives provide direction for our future as we work to achieve our vision.

### Personal Membership

Grow and diversify our Personal Membership base by delivering a range of products and services to establish an extensive networked community of managers and leaders.

### Corporate Membership

Attract new and retain existing Corporate Members from the corporate, government, not-for-profit and community sectors through enhancing our offer to members.

### Learning and Development

Extend the range and reach of management, leadership and organisational development programs to meet the current and future needs of members and clients.

### Globalisation

Implement new initiatives to enhance the Institute's presence within and across the Indian Ocean Rim countries and to advance global management and leadership capabilities.

### Thought Leadership

Engage members and clients by delivering relevant contemporary and practical information to encourage discussion and reflection on best practice in management and leadership.

### Recognition

Recognise excellence in management and leadership at individual, team and/or organisational levels.

### Facilities

Promote the Institute's facilities as a premier venue for meetings, seminars, special events and conferences.

### Community Leadership

Foster a culture of philanthropic support which builds management, leadership and organisational capability within the community and not-for-profit sectors, and within charitable organisations.

### People

Build a diversified workforce and independent consultant base with professional attributes which are reflective of the values of AIM WA.

### Profile

Expand marketing, promotion and public relations initiatives to provide high level recognition of AIM WA and its community of managers and leaders.

## BUILDING A COMMUNITY OF LEADERS

Few organisations have the opportunity afforded to AIM WA to return its surpluses back into the community – to grow future leaders and managers. As a proudly not-for-profit organisation, the Institute reinvests to build capacity, provide recognition and provoke rigorous thinking about contemporary leadership.

So here is the Why, for AIM WA...

- To shape leadership and management in Australia and the region
- To reinvest funds in the latest approaches to learning and development
- To offer scholarships to enable the not-for-profit sector, charitable groups and community organisations to also develop their people
- To engage in an annual partnership with a key not-for-profit organisation to impact their entire workforce
- To engage in thought leadership activities that stimulate debate and increase understanding on issues of substance
- To recognise those individuals and organisations that are top performers
- To bring the best in the world to Australia.

For further information please:



### TALK TO US

The Office of the Chief Executive Officer  
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### FOLLOW US

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