

# VISION

Create a better world  
through automation



# MISSION

Advance technical competence  
by connecting the automation  
community to achieve  
operational excellence



# OUR VALUES

## Excellence

We provide industry leading unbiased content developed and vetted by a community of experts



## Diversity and Inclusion

We strive to be a global, diverse, and welcoming organization



## Professionalism

We uphold the highest standards of competence and skill in everything we do



## Integrity

We act with honesty, integrity, and trust, respecting others in all that we do



## Collaboration

We seek out opportunities to work together for the benefit of the Society, its members, and our profession

# Strategic Framework Elements



- Objectives** Major accomplishments for core programs set by the Executive Board for the 3-year horizon
- Goals** Specific, measurable, attainable, relevant and timely milestones aimed at advancing the objectives
- Tactics** Methods and plans that include assignments, accountability and deadlines
- KPIs** Quantifiable key performance indicators

## STRATEGIC PLAN OBJECTIVES



**Industry  
Reach and  
Awareness**



**Member  
Development  
and  
Engagement**



**Technical  
Education  
and  
Certification**



**Leadership  
and Business  
Skill  
Development**