



# CMAA Strategic Framework

Outcomes and Strategies

Approved, CMAA Board of Directors, April 8, 2022

# From Profession to Professionals

# Three Outcomes.

Transform Project Execution

Shape the Profession

Establish CMAA as the premier resource



# O1: Strategies and Tactics:

S1



# O2: Strategies and Tactics

**S3:** Promote, develop, and educate professionals to build and sustain teams and work cultures that are

## O3: Establish CMAA as the Premier Resource

Statement: CMAA is known as the premier program and construction management resource for professionals working in the built environment, making CMAA the recognized voice of the industry.

# O3: Strategies and Tactics

**S6:** Build brand awareness of CMAA resources and the program and construction management professionals who steward the entire project life cycle.

**S7:** Actively engage with other industry groups.

**S8:** Actively engage with Owners and Owner organizations.

## Vision and Mission

### Vision

- CMAA is the voice of the program and construction

FOR EXAMPLE

CMAA Builds Better Communities

CMAA Builds Better Buildings

CMAA Builds Better Professionals

CMAA Builds Better Relationships

CMAA Builds Better Teams

