

# MDRT Strategic Plan Summary

## Goals

As the makeup of MDRT’s diverse membership evolves, it is crucial for the organization to continue to help its members around the globe thrive in ever-changing environments. **MDRT embarked upon the strategic planning process to provide clear direction and focus for enhancing value to its global membership.** The organization’s chosen direction focuses on increasing member engagement (participation)—particularly in our top membership countries—by providing relevant, customized resources throughout the year.

## Immutables

MDRT’s Strategic Plan is a living “document” that will evolve with the organization. Nonetheless, the plan articulates some immutable insights, principles and goals that are foundational to organizational decision-making:

### First Principles

At the core of MDRT and the strategic plan is a set of Principles—or organizational values—that unite members regardless of age, country of origin or gender. They also provide a lens to review strategic decisions to ensure they are consistent with MDRT’s values:

<b>Organization Independence</b>	Steadfast adherence to MDRT’s best interests.
<b>Highest Standard of Excellence</b>	Offering the best to the most accomplished.
<b>Value and Self-Worth to the Member</b>	Providing personal and business development opportunities.
<b>Member Connectivity</b>	Sharing common experiences and unique insights.
<b>Ethical</b>	Behaving professionally with the highest standards.

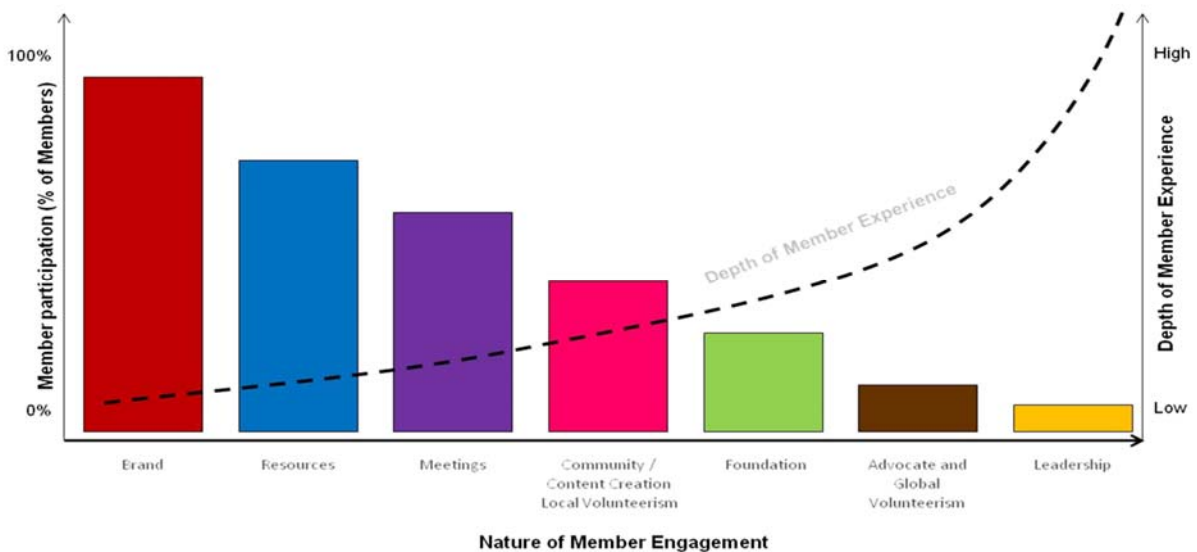
# Charter

The following statements—which make up MDRT’s Charter—articulate the goals of the strategic plan and provide guidance about how to execute MDRT’s vision:

- Promoting success and achievement
- Enhancing brand excellence
- Sharing innovative experiences
- Connecting people and ideas
- Growing global leaders

# Engagement Model

MDRT’s Engagement Model (conceptual illustration below) demonstrates the different ways members engage with—or participate in—the organization. A primary goal of the strategic plan is to increase member engagement at various levels, but particularly with MDRT’s Brand and Resources (including our publication and website content), as these levers offer the best opportunity to reach the greatest number of members.



# Platforms

The strategic planning process has reinforced the need to build a fact base about our members in order to make sound organizational decisions. The plan itself has been developed based on data and input from various segments of membership, staff and key allies. This feedback culminated with the identification of the following global Platforms—areas of focus for delivering value to members and other identified audiences:

<b>Transformative Productivity</b>	Enabling members to achieve and surpass their personal and professional goals by capturing, curating and distributing relevant resources to become more productive.
<b>Guided Development</b>	Leveraging the coaching expertise of members and outside experts to assist members seeking to integrate further in the MDRT community.
<b>Future Tense</b>	Develop an informed understanding of emerging market trends to anticipate and meet the unique needs of MDRT members by investing in research and regularly communicating with allies.
<b>Celebrating Achievement</b>	Awareness, recognition, and celebration of member achievements that align with MDRT's high standard of excellence.
<b>Insights as an Asset</b>	Gathering and reporting unique data from and about members that will be relevant to MDRT, members, external allies and others.
<b>Stronger Together</b>	Establish relationships with companies, associations and other external organizations to attract and retain members, add value to key allies and enhance organizational capabilities.
<b>Network Connectivity</b>	Providing opportunities for members to share ideas, connect on similar interests, and build community.