International Society of Automation

Setting the Standard for Automation™

2023 Strategic Plan

Introduction – 2023 Strategic Plan

ISA's Strategic Plan is developed and managed by the ISA Executive Board, in concert with staff leadership and Society committee leaders.

Each year, the plan is validated and modified to reflect progress and new priorities.

The 2023 Strategic Plan was approved by the ISA Executive Board on 7 November 2022.

Strategic Plan Elements

Vision

Aspirational statement of how the organization will impact the future

Create a better world through automation

Mission

The reason we exist, who we serve, how we do it better than anyone else

Empowering the global automation community through standards and knowledge sharing

Values

Enduring, passionate core beliefs about how we should do business

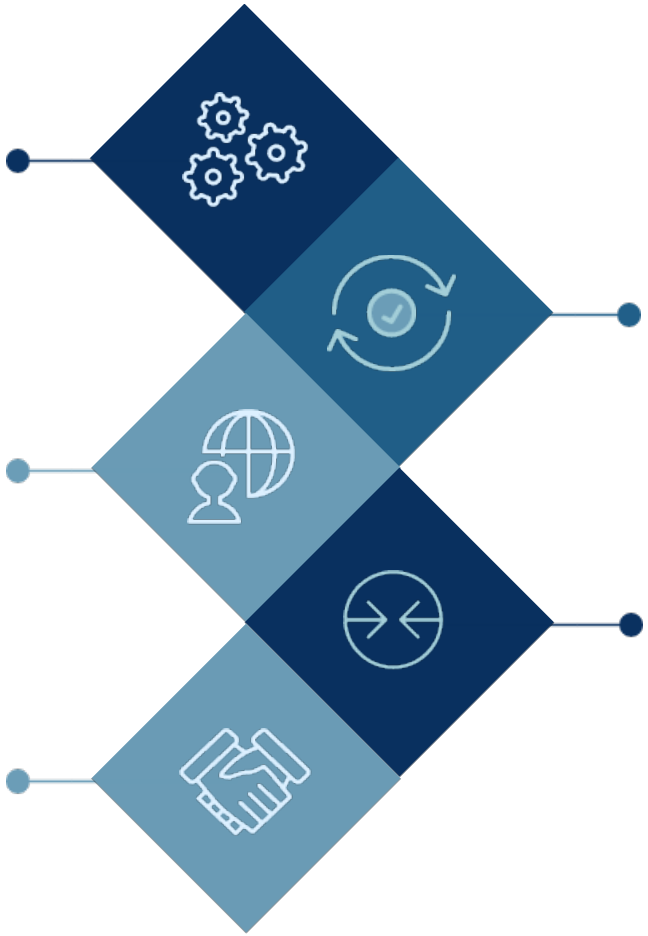
Excellence
Diversity and Inclusion
Professionalism
Integrity
Collaboration

Values

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

Diversity and Inclusion
We are committed to being a global, diverse, and inclusive organization

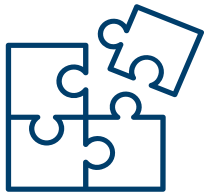
Professionalism
We uphold the highest standards of competence and skill in everything we do



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 Plan Elements



Objectives

Significant, concrete, action-oriented, and inspirational.

Key Results

Specific, timebound, aggressive yet realistic, measurable, verifiable, and evolving as work progresses.

Supporting Entities

The groups whose purpose serves to advance the objectives.

2023 Strategic Objectives

Outreach, Awareness, and Advocacy

Innovation Insights

Vibrant Community

Financial Stability

Outreach, Awareness, and Advocacy

Be recognized as the leading, global, independent source of automation knowledge.

2023 Key Results

Host 2 major industry events.

Initiate conversations with key asset owners/EPCs about the viability of a corporate ambassador program.

Increase earned coverage and organic coverage in industry, mainstream, and business media outlets by 10%.

Increase standards sales by 10%.

Increase new credential applications by 2%.

Supporting Entities

Conference Advisory Committee

Standards & Practices Department

Certification Commission

Innovation Insights

Proactively identify and foster evolving and emerging technology, processes, and business practices related to ISA's mission.

2023 Key Results

Develop and publish 3 position papers on emerging topics related to automation.

Have ISA position papers cited in 5 or more third-party publications.

Supporting Entities

Content Steering Committee

Publications Department

Technology Search Committee

Technical Assembly

Vibrant Community

Grow a consciously inclusive community to enable collaboration and foster the development of leadership skills.

2023 Key Results

12% growth in membership.

2% growth in engagement on LinkedIn.

Launch leader training curriculum.

Supporting Entities

Leadership Development Taskforce

Geographic Assembly / Districts

A&T and I&S Departments (Divisions)

Young Professionals Committee

Image & Membership Committee

Financial Stability

Foster a sustainable financial position that continues to support ISA's mission.

2023 Key Results

Progress towards an annual break even or better budget, including development of a long-term plan in 2023.

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Thank you!