ADRIA Strategic Directions & Strategies - September 2015

***Vision:* No Albertan Fears Conflict**

***Mission:* To provide leadership and services in appropriate dispute resolution (ADR) to our members and to the public by: Fostering understanding of, and excellence in, negotiation, mediation, arbitration, and restorative practices; Supporting the viable practice of ADR in Alberta; Providing excellence in ADR professional development; Promoting the ethical use of ADR processes; Maintaining accreditation standards, accountability and designations for the ADR profession; Encouraging those practicing in ADR to join our organization; Connecting Albertans with ADR resources and expertise.**

Key Marketing Messages

All: ADRIA is the source of ADR information, resources & expertise in AB

Members: ADRIA membership is valuable & beneficial

Public: ADR is the FIRST choice for preventing & managing conflict

Org's: ADR is the BEST choice for preventing & managing conflict

STRATEGIES	Strategic Directions (Goals)	1 Enhance the value, awareness, reputation of and access to ADR services.	2 Strengthen our Profession.	3 Strengthen ADRIA as a membership organization.	4 Strengthen the long term sustainability of ADRIA.	Success Indicators include:
1. Promote ADR Awareness within the General Public, Government and Business Sectors		√	√			
2. Develop New Revenue Streams				√	√	
3. Increase the Value of ADRIA/ADRIC Membership to New and Practising ADR Professionals			√	√	√	
4. Increase ADRIA's Profile by Forging Strategic Partnerships			√	√		
5. Promote Chartered Designations, internally and externally		√	√			
6. Provide Leadership to Strengthen Alberta's ADR Community		√				
7. Promote ADR Training and the Q. Designations to Key Professions as a Valuable Secondary Qualification				√	√	
8. Maximize the Potential of Technology		√			√	
9. Adopt Best Business Practices					√	