

CAPS STRATEGIC PLAN 2024-2027

GUIDING OUR WAY FORWARD



CONNECTING CANADA'S EXPERTS WHO SPEAK

Our positioning statement sums it up:

We empower professional speakers to



Amplify their expertise



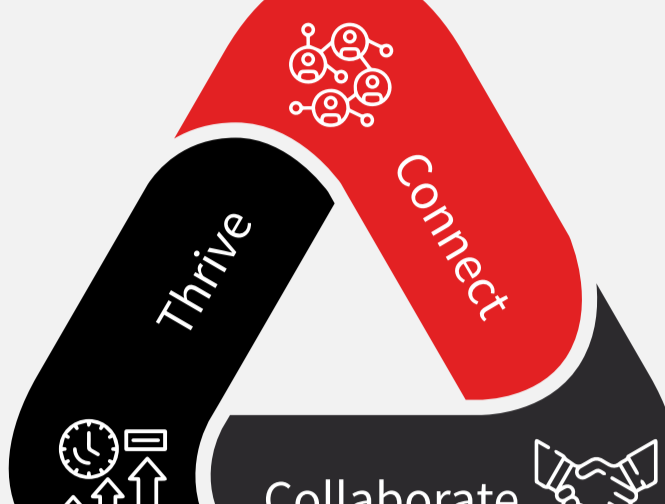
Elevate their business



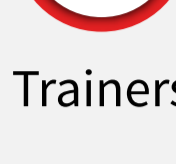
Unlock limitless possibilities

Why CAPS?

CAPS is where the best in the speaking business:



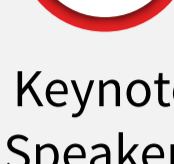
Who is CAPS for?



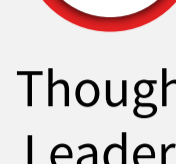
Trainers



Facilitators



Keynote Speakers



Thought Leaders



Influencers



Coaches



Consultants

WHO IS THIS STRATEGIC PLAN DIRECTED TO?

This Strategic Plan will guide the activities and initiatives and serve as a roadmap for decision-making for our ...



CAPS National Board



Chapters



Committees



Communities

WHAT WE DO... OUR CAPS MISSION



Inspiring Professional Speakers To

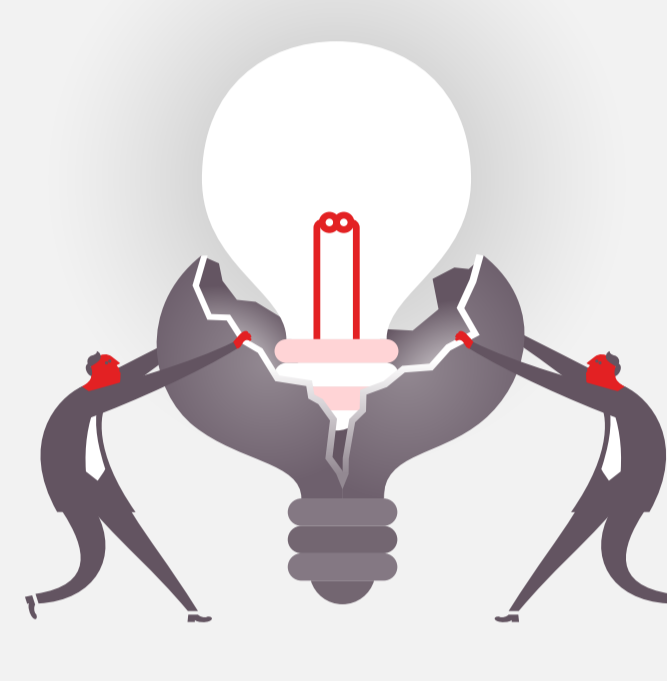


At the heart of CAPS lies a mission that drives us forward every day. We believe that these pillars are the foundation for our success in the world of professional speaking.

WHAT WE ASPIRE TO... OUR CAPS VISION



Unlocking Limitless Possibilities For Professional Speakers



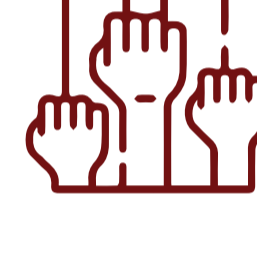
Imagine a world where your voice has the power to unlock limitless possibilities. That's our vision at CAPS. Together, we're breaking boundaries and redefining the possibilities of professional speaking.

OUR VALUES

We Hold Ourselves To The Following Values In Everything That We Do

EMPOWERMENT

We believe that when one succeeds, we all succeed. We equip our members with the necessary tools, resources, and opportunities to realize their full potential, achieve their goals, and shorten their learning curve.



EXCELLENCE

We aim to exceed expectations, aspire to greatness, and to work smarter, not harder. Our members and leaders agree to adhere to high ethical professional standards.

SHARING

At CAPS, we have a strong sense of community, collaboration, mentorship, respect, and internal responsibility among our members. We embrace and share diverse perspectives and experiences, fostering a sense of inclusivity, belonging, and collaboration.



IMPACT

We contribute to making a more just, equitable, and sustainable world. CAPS and its members use their influence and speaking abilities to drive positive transformations in their audiences, organizations, and the meeting and events industry.

INNOVATION

We're constantly seeking ways to improve our services, programs, and resources to stay ahead of industry trends and meet the ever-changing needs of our members and the competitive meeting and events industry.



OUR FOUR CORNERSTONES

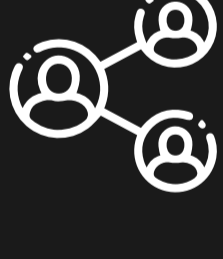
Equal Our Four Focus Areas

1. LEARN



CAPS is where you acquire the skills and strategies that set you apart from other speakers in the marketplace. We are your hub for continuous learning and growth.

2. SHARE



Membership in CAPS means access to the best resources in the industry. Our members willingly share their extensive experience and expertise with their colleagues. We are here to support your journey.

3. GROW



CAPS opens the door to a global network that can help elevate your speaking business. Our resources are designed to help you make a compelling case for your clients to say yes more often.

4. BELONG



The benefits of a CAPS membership go beyond business excellence; they are the support, motivation, and connections you need to be the best you can be. As an integral part of CAPS, we want you to fully engage with, and be connected to, the CAPS Community

CAPS 3-YEAR STRATEGIC PLAN (SEPT 2024 - AUG 2027)



LEARN

ELEVATE SPEAKER EXCELLENCE



SHARE

FOSTER KNOWLEDGE SHARING



GROW

STRENGTHEN LONG-TERM VIABILITY



BELONG

NURTURE A STRONG CULTURE

STRATEGIC OBJECTIVE STRATEGIC OBJECTIVE STRATEGIC OBJECTIVE STRATEGIC OBJECTIVE

Equip our members with the necessary tools, resources, and opportunities to stay relevant in the ever-evolving meeting and events industry.

Create opportunities for collaboration and knowledge exchange to enhance our members' speaking business.

Cultivate the long-term viability of our CAPS association for our members.

Foster a flourishing culture where our members feel welcomed, supported, engaged, and included.

STRATEGIC GOAL STRATEGIC GOAL STRATEGIC GOAL STRATEGIC GOAL

Establish A Defined Member Journey:

Promote continuous learning and development for all members, addressing the evolving needs of professional speakers at every stage of their business.

Nurture a Collaborative Community:

Foster opportunities where members can actively collaborate and share knowledge, experiences, and perspectives.

Build For Long-Term Viability:

Explore and implement innovative membership attraction and retention strategies, revenue streams, and financial practices to ensure the association's long-term viability.

Advance Our Culture Of Belonging:

Implement initiatives that create an environment where all members are welcomed, supported, engaged, and included.

Why do we focus on these?

So that... we equip our members to amplify their expertise, elevate their business, and unlock limitless possibilities.

What does this mean for us?

We need to ensure that CAPS is the go-to hub and association for professional speakers to continuously enhance their speaking skills, business acumen, and industry knowledge, setting them apart as leaders in the ever-evolving meeting and events industry.

We promote a culture of knowledge sharing within CAPS, where members willingly exchange their experience and expertise, allowing other members to gain insights to contribute to their success.

We attract our ideal members and provide stability to the association by ensuring CAPS is the place to achieve sustainable growth in their speaking business.

We need to cultivate a sense of belonging among CAPS members, with genuine support, inclusiveness, partnerships, collaborations, motivation, and meaningful connections.