

# 2022 — 2026 STRATEGIC PLAN

## CBA Alberta's Practical Vision

### Powerful Advocacy

- Influential, responsive and relevant
- Principle-based
- Grounded in core values
- An objective approach
- Clear, effective process to ensure measurable outcomes

### Adaptive & Innovative Practice

- Top-notch PD resources and events
- Delivered across multiple channels
- Connecting diverse communities
- Leading digital infrastructure
- Innovative member practices, adapted to changed client needs

### Healthy Culture Within the Profession

- Driven by deep professional roots, our culture:
  - Is refocused on civility & respect
  - Embraces diversity
  - Levels the playing field

### Committed Membership

- CBA members deeply value their membership
- CBA members are exemplary leaders
- CBA members are connected, engaged & informed
- CBA members are adapting to change

### High Performance Board Leadership

- The Board:
  - Embraces a responsive governance model
  - Evolves to meet member needs

### Wellness in Practice

- Our members improve their well-being

# STRATEGIC DIRECTIONS

## 01 Influential CBA

### Building Effective Advocacy Processes

- Establish a framework and process for advocacy
- Develop tools for Section advocacy engagement
- Improve when and how we communicate advocacy work

### Leveraging Relationships

- Pay attention to the competitive landscape
- Deepen our relationships with stakeholders
- Engage non-lawyer professionals and third parties as necessary

## 02 Committed Membership

### Building on Strengths in CPD

- Build on what we are already good at
- Deliver CPD in more ways
- Deliver CPD over more channels
- Use leading digital infrastructure

### Harnessing the Strengths of Volunteerism

- Promote and recognize volunteerism
- Learn member needs
- Understand member capacity
- Engage Sections and clarify their roles

## 03 Healthy Culture

### Refocusing Professional Culture

- Model and promote collegiality and civility as the cornerstone of our professional community
- Amplify the value of apprenticeship and mentorship for new lawyers

### Championing Well-Being

- Promote well-being to members
- Advocate for well-being initiatives

### Embracing Diversity, Equity & Inclusion

- Create a diverse, inclusive professional community
- Improve equity by identifying ways to level the playing field

