



Who we are v. Who we are becoming

CMAA Strategic Framework

Outcomes and Strategies

Approved, CMAA Board of Directors, April 8, 2022

From Profession to Professionals

1982

CMAA was founded to establish standards for managing construction projects and to promote the use of professional CMs on capital projects.



2022

CMAA is the voice of the program and construction management industry and the premier resource for professionals working in the built environment.



Three Outcomes.



Transform Project Execution

Shape the Profession

Establish CMAA as the premier resource

O1: Transform project execution

Statement: Project execution in the built environment has been transformed by the leadership of trained program and construction management professionals, resulting in optimal outcomes.

O1: Strategies and Tactics:

S1: Be the industry leader in leveraging leadership skills, technological innovations, digital tools, trends, and resiliency best practices to pave the way for innovative and successful project execution.

S2: Become the trusted source of knowledge and best practices in program and construction management.

O2: Shape the Profession

- 2A: The program and construction management **profession** continuously evolves to attract and retain a qualified, and vibrant workforce that is reflective of end users and prepared to lead successfully and responsibly throughout the project life cycle.
- 2B: Program and construction management **professionals** are seen as highly qualified individuals who provide expert, innovative, and indispensable services across all the disciplines engaged throughout the project life cycle.
- 2C: CMAA **members** are ethical, responsible individuals who understand and are prepared to address the global challenges facing the industry.

O2: Strategies and Tactics

S3: Promote, develop, and educate professionals to build and sustain teams and work cultures that are respectful, professional, and ethical.

S4: Expand the Program and Construction Management narrative and tell the stories of the roles, opportunities, breadth, and values of the profession.

S5: Offer professional development that is valuable to the recipient, relevant to the evolving industry, unique to the profession, and results in optimal project outcomes.

O3: Establish CMAA as the Premier Resource

Statement: CMAA is known as the premier program and construction management resource for professionals working in the built environment, making CMAA the recognized voice of the industry.

O3: Strategies and Tactics

S6: Build brand awareness of CMAA resources and the program and construction management professionals who steward the entire project life cycle.

S7: Actively engage with other industry groups.

S8: Actively engage with Owners and Owner organizations.



Vision and Mission

Vision

- CMAA is the voice of the program and construction management industry and the premier resource for professionals working in the built environment.

Mission

- To promote, support, educate, and develop professionals who lead the delivery of programs and projects within the built environment.

Tagline

- CMAA Builds Better...

Outcomes

Transform project execution

Shape the profession

Establish CMAA as the premier resource



FOR EXAMPLE

CMAA Builds Better *Communities*

CMAA Builds Better *Buildings*

CMAA Builds Better *Professionals*

CMAA Builds Better *Relationships*

CMAA Builds Better *Teams*



CMAA