

Corporate Plan 2017 – 20

Directive, vision, mission & values

Our prime directive from the Royal Charter is clear in that we need to work for the public good:

“The objects of the Institute shall be the promotion for the public benefit of the science and practice of building and construction; the advancement of public education in the said science and practice including all necessary research and the publication of the results of all such research.”

Our vision: *“To lead and inspire excellence in the built environment”*

Our mission: *“To provide a platform to enable industry to consistently achieve excellence”*

Our values: *“To strive for excellence in everything we do and serve the common good: respectfully, honestly and with the highest degree of integrity”*

There are five strands of activity that define the CIOB action plan under which it will deliver its vision:

Excellence

To help our members and others to achieve excellence in construction management for the public good, through the creation of clear standards, as well as excellent training, knowledge and certification.

Growth

To grow the number of Chartered members in order to increase the pool of expertise available to the construction industry and in doing so drive up standards across construction.

Career Support

To help everyone in construction or looking to join the sector to develop their careers, regardless of their starting point. Pursue the latest learning technologies and reinvigorate our research capacity to deliver high quality CPD, journals and publications. Our intention is to keep ahead of the latest trends and developments in the sector to equip members for the future.

Raise Awareness

To embed the value of the standards of excellence, manifested through the Chartered Construction Manager, and raise awareness of the industry. Develop products for the industry and its clients including conferences and training to facilitate continuous improvement in quality, thereby enhancing the reputation of the industry.

Maximise Efficiency

Restructure the Institute to maximise the efficient use of resources in promoting excellence, and supporting members by utilising the latest technology to improve our effectiveness.



CORPORATE PLAN

Prime Directive “the promotion for the public benefit of the science and practice of building and construction”

Excellence

Growth

Growth Strategy

Member Journey
Employer Engagement
One CIOB

Career Support

Career Support Strategy

QA process for members
Certification Processes
Review scholarships
(Innovation & Research)
Apprenticeships
Schools
Knowledge Hub
Training – Academy
Develop online business
Face to face events across the UK

Awareness

CIOB Voice CIOB Provision

Policy Campaigns
Marketing Strategy

Efficiency

Process Efficiency and ownership

Finance System
Project Management Office
CRM system
GDPR
HR/People Development
Process definition/standard
operating procedure

