

I LOVE IT WHEN A PLAN COMES TOGETHER

While meeting in Washington, D.C., May 1-5 for our Leadership and Legislative Summit, IREM adopted a new strategic plan. In and of itself, this is not remarkable. After all, IREM updates its plan every year. But what is remarkable is the approach IREM took toward this year's strategic planning and how the critical components contained within our plan have shifted.

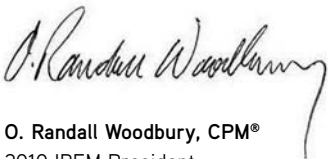
The focus of Institute's strategic thinking will be achieved through five strategic principles—broad statements of direction designed to serve as an organization-wide rallying cry. These principles are all about maintaining strategic focus while fostering flexibility and a rapid response to challenges and opportunities. While our envisioned future is inspirational in nature, our strategic principles center on action: organize for growth; manage for quality; build for community; market with intention; and focus around industry issues.

The last strategic principle on this list—focus around industry issues—in truth rests at the center of the other four, reconfirming that IREM is first and foremost a member-centric organization. IREM is here to help our members succeed in a shifting global business environment—to position members as key players in the business operations of the companies they work for and the real estate assets they manage.

For the first time, the strategic plan articulates current critical industry issues—10 of them. These issues arose from the Institute's vast system of environmental scanning—of our members, of industry experts, from quantitative research as well as anecdotal tales from the field. Turn to page 54 to see the full list and to learn more about them.

IREM will continue providing insights and solutions to our industry's issues through a variety of ways, as you'll find in the pages of this issue. For example, in the article "Creative Space" on page 36, we found that our members and other real estate management professionals are becoming more creative and flexible in order to make great leasing and management deals. They are truly digging deeper, looking ahead and ensuring decisions today will support their needs for tomorrow. If you're thinking you may need to broaden your horizons, turn to page 24 for the article "Path to Possibilities," where a host of industry-related career opportunities are reviewed.

With this refreshed strategic approach to our organization's needs, I am confident we will persevere as we emerge from this great recession and continue to build our reputation and relevance to the real estate community at large.



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