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Sustainable
Viable
Imaginable

NECA Vision 2020: What Did We Learn

“People don’t buy WHAT you do. People buy WHY you do it.”

—Simon Sinek

**Vision
2020**

**WIG
Wildly Important
Goal**

**NECA Strategy
and Innovation
Committee**

Today

2020

2025

2030



**WILDLY IMPORTANT
GOAL**

*Improve Market Share 10 Percentage
Points by 2025*

**Vision
2020**

Sustainable

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**NECA Strategy
and Innovation
Committee**

Imaginable

2030

What does this mean for you as Chapter Executives and National Staff

- 1) Communicate our Vision, Goal, Mission and Values
- 2) Cultivate our Mission
- 3) Champion our Core Values

Vision (Why)

Empowering Lives and Communities

Mission (How)

- Deliver exceptional value for our members through relentless focus on their success (s)
- Attract, develop and retain the best talent (v)
- Collaborate with world-class partners to advance our industry (i)
- Foster member relationships (s,v,i)

Core Values (What)

- **Customer Focused:** Our customers are our members
- **Leadership:** To be the driving force to shape our industry
- **Partnership:** NECA and its Chapters will collaborate to deliver optimal value for our members
- **Accountability:** We measure what we do with a commitment to continuous improvement, transparency and integrity
- **Excellence:** The standard by which individual and team performance is measured and rewarded
- **Innovative:** A declaration to be more effective through delivering creative solutions
- **Stewardship:** Invest in our people and industry to leave our world a safer and better place for future generations
- **Community:** To share experiences, ideas and have fun

**GROW
WORKFORCE**

**TRAINING AND
EDUCATION**

1025

**MARKETING/
MARKET ANALYTICS**

**INNOVATION AND
TECHNOLOGY**

**ENHANCE
LABOR RELATIONS**