

# STRATEGIC PRIORITIES & PLAN OF ACTION 2023-2026

**VALUES** *Our values define who we are and the way our team conducts business.*

**Trust** We earn the trust of all with whom we work through honesty, non-partisanship, civility, and respect.

**Inclusive** We proudly embrace and work in harmony with our uniquely diverse community creating a collaborative, hospitable, and inclusive environment.

**Passion** We care about our work, we are innovative, creative and always learning.

**Integrity** We are accountable and strive to deliver high quality, professional, purposeful, and responsible business practices.

## MISSION

To be the advocate for excellence in Fort Bend County and beyond.

## VISION

We are the foremost resource, providing relevant, innovative, and impactful programs, initiatives and services that enhance the quality of life and business climate for Fort Bend County and beyond.

## BUSINESS SUCCESS *Provide our members exceptional value*

### OBJECTIVES:

- ★ Foster networks, connections, and relationships to increase the success and exposure for our members.
- ★ Anticipate needs to deliver the highest value for our members.
- ★ Serve as the conduit to direct members to the opportunities and resources within Fort Bend County and Beyond

## BUSINESS ADVOCACY *Serve as the advocate or business*

### OBJECTIVES:

- ★ Leverage relationships with elected officials on the local, state and federal level to advocate for our region.
- ★ Maintain the role as the non-partisan “trusted table.”
- ★ Actively engage and impact outcomes on issues and initiatives in infrastructure, public safety, healthcare, education and workforce, economic development and other critical issues that impact our business and economic climate

## LEADERSHIP DEVELOPMENT *Cultivate and support future-focused, inclusive and engaged leaders*

### OBJECTIVES:

- ★ Develop a pipeline of regional leaders
- ★ Advance diversity, equity and inclusion initiatives to strengthen the business community
- ★ Foster collaboration between the business community, educational institutions, elected officials, and stakeholders to ensure the prosperity of our region while maintaining a high quality of life for all