



## NEWS RELEASE

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### CoreNet Global Board of Directors Approves Envisioned Future Strategic Plan

**ATLANTA (26 March, 2012)** – The CoreNet Global Board of Directors recently approved a new strategic plan, mission and vision for the association to better help members advance their companies and careers. The plan, known as “Envisioned Future,” focuses locally and globally.

CoreNet Global CEO Angela Cain describes Envisioned Future as an important next step in the organization’s evolution as it enters its 10<sup>th</sup> year of operation since its founding in 2002.

“Let’s take a long-term view as we close the fiscal year and envision the future,” Cain advised members of the Board during the annual CoreNet Global Leadership Forum held recently in Atlanta.

The essence of the new mission and vision includes:

- Worldwide, companies regard corporate real estate (CRE) as an indispensable piece of overall enterprise success, as we strive to make CoreNet Global equally indispensable to the professionals who execute CRE strategy.
- CoreNet Global has the resources to produce intellectual property where there is demand on a local and global scale, and its professional designations are the standard by which all CRE hiring decisions are made.
- CRE seeks effective partnerships across the corporate infrastructure (HR, IT, Finance, Procurement, Legal, etc.) to foster integrated solutions that drive enterprise success and shareholder value.

“While we recognize that corporate real estate and workplace professionals are critical to the success of global corporations and should be recognized for their contributions, like politics, CoreNet Global ultimately is local, whether you’re in Midland, Mich., or Mumbai,” Cain added. “We will continue to serve as the critical hub for corporate real estate networking and professional development and broaden the reach and influence of CRE professionals within their organizations and wider communities.”

### **About CoreNet Global**

CoreNet Global is the world’s leading association for corporate real estate (CRE) and workplace professionals, service providers and economic developers. Our 7,000 members, who include 70 percent of the top 100 U.S. companies and nearly half of the Global 2000, meet locally, globally and virtually to develop networks, share knowledge, learn and thrive professionally.

For more information, visit [www.corenetglobal.org](http://www.corenetglobal.org).

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# Strategic Plan

## Core Purpose, Values & Principles

### Core Purpose

To advance and support the practice of corporate real estate globally

### Core Values

1. CoreNet Global members, staff, volunteers and other stakeholders are professional, courteous, respectful, ethical and accountable in their actions and behaviors.
2. There is a spirit of volunteerism, teamwork, cooperation and camaraderie in all that we endeavor.
3. The staff-volunteer partnership is powerful and vital to the success of the organization.
4. The organization fosters a sense of community and collaboration that facilitates individual growth and helps advance the corporate real estate profession.

### Core Strategic Principles

1. CoreNet Global focuses primarily on products and services that advance the practice of corporate real estate.
2. CoreNet Global will support companies and individuals in their desire to strengthen the practice and understanding of corporate real estate's value to the enterprise.
3. CoreNet Global will be timely, innovative, creative, flexible and adaptable in meeting the needs of its stakeholders globally.
4. CoreNet Global will maintain a global brand while remaining respectful to local customs, culture, business and economic practices.
5. Market research, business case development and lifecycle management drive product and service decisions.
6. CoreNet Global will make a positive contribution towards a sustainable future.
7. CoreNet Global will partner and/or compete with other organizations to achieve its strategies.



Connect.

Learn.

Grow.

Belong.

# CoreNet Global Envisioned Future (10+ Years)

## Envisioned future (Profession)

Worldwide, companies regard corporate real estate as indispensable to the success of their enterprises.

### Vivid description

1. The strategic management of corporate real estate and workplace resources is a critical success factor for the core business of corporations globally.
2. Corporate real estate is a highly regarded, recognized profession globally.
3. Companies have established educational, experiential and credentialing requirements for individuals engaged in corporate real estate roles.
4. Corporate real estate seeks out effective partnerships across the corporate infrastructure (HR, IT, Finance, Procurement, Legal) to foster integrated solutions that drive enterprise success and shareholder value.

## Envisioned future (Association)

Worldwide, companies and individuals consider CoreNet Global indispensable to the successful practice of corporate real estate

### Vivid description

1. CoreNet Global is considered a local organization no matter where you go in the world.
2. CoreNet Global has the resources to produce intellectual property where there is demand on a local and global scale.
3. CoreNet Global professional designations are the standard by which all corporate real estate hiring decisions are made.
4. CoreNet Global is a critical, neutral hub for corporate real estate knowledge, networking and professional development.
5. CoreNet Global leads the evolution and maturity of the practice of corporate real estate and becomes the pipeline for future trained, networked and credentialed talent.
6. CoreNet Global broadens the reach and influence of corporate real estate practitioners within corporations.

# CoreNet Global Strategy Map

## 3-5 Year Priorities

**Vision:** Worldwide, companies and individuals consider CoreNet Global indispensable to the successful practice of corporate real estate

**Mission:** To advance and support the practice of corporate real estate globally and locally

**Value Proposition:** Indispensable Resource

### Company perspective

Align products and services with corporate needs

Establish market-driven development and delivery model

Identify and enhance corporate real estate core competencies and skill sets needed to contribute to enterprise success

### Profession perspective

Broaden corporate real estate professional network

Raise profile of corporate real estate and serve as voice of profession

Be the thought leader and foremost authority on corporate real estate

Champion corporate real estate profession's development and maturity

### Association perspective

Continuously improve stakeholder loyalty

Strengthen global-local operational alignment and accountability

Promote globalization through localization