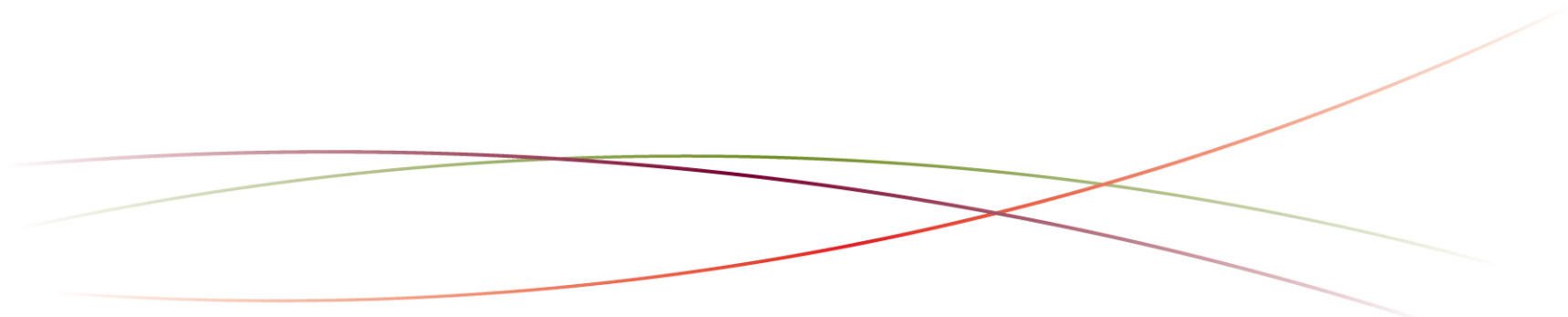


# ALA 2013-2016 Strategic Plan



*Your connection*  
to knowledge, resources and networking



# ALA Vision



***ALA is the undisputed leader for the business of law, focused on the delivery of cutting-edge management and leadership products and services to the global legal community.***

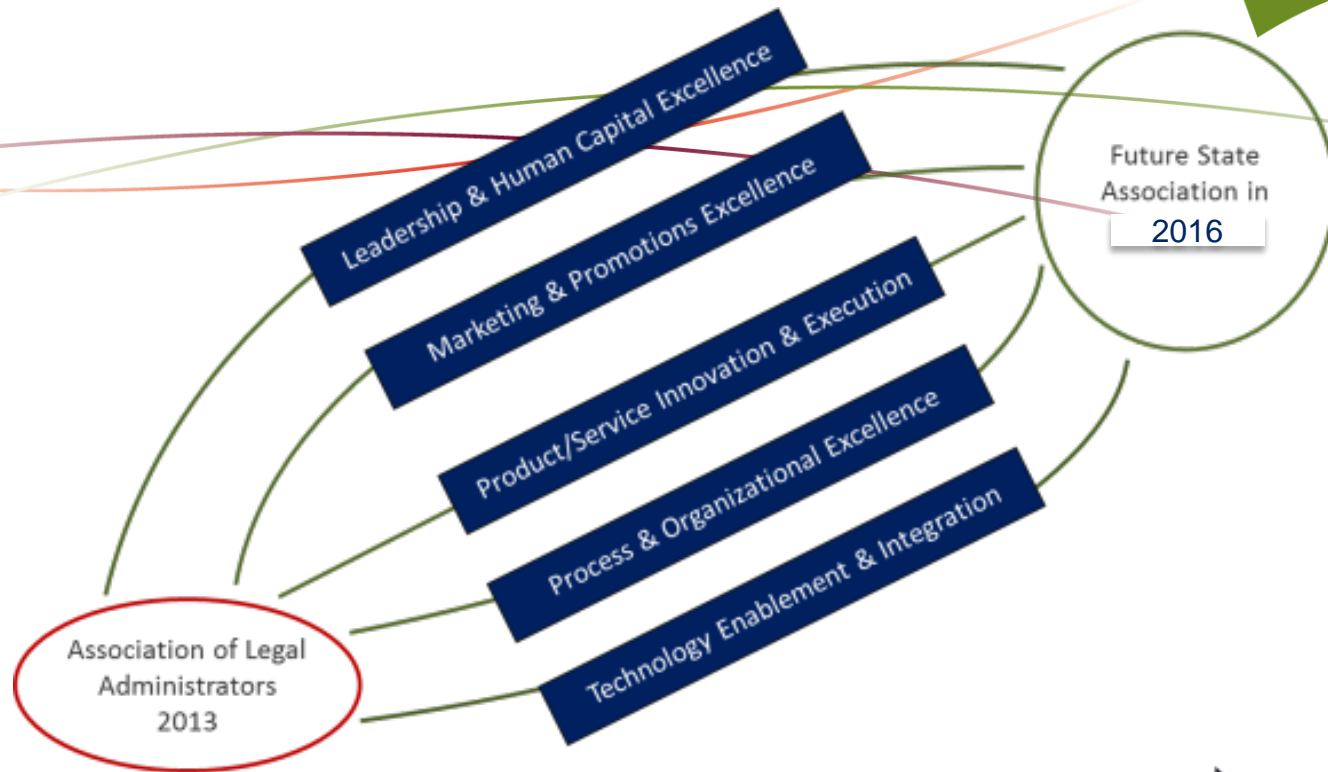
***We identify and provide solutions to the most critical strategic and operational challenges our members and customers face today, while we prepare them for the opportunities and challenges of tomorrow.***

# ALA's 2016 Goals



<b>#1: Smart, Sustainable Growth</b>	Focusing on net revenue growth will demonstrate the financial viability of the organization and will be done by becoming great at identifying and enacting new revenue streams while becoming extremely efficient at delivery and 'killing' those products that don't deliver against goals and ROI.
<b>#2: Highly Satisfied Customers</b>	It is our intention to broaden the base of members and customers while maintaining the value of membership and increasing the reach and penetration of ALA... constantly seeking ways to delight customers, regardless of membership affiliation, which will in turn present alternative revenue streams and increase brand prominence.
<b>#3: Innovative Product Design &amp; Delivery</b>	Remaining relevant and creating a platform for growth will come from being on the cutting edge of solving our customer's problems... challenges they have now, and challenges they have yet to predict but we believe are coming. By developing excellence in the creation and delivery of products, and setting a target to have a % of our revenue come from net new products, will ensure we remain focused on the future for our customers.
<b>#4: Highly Engaged Talent</b>	Ensuring the talent we hire for ALA and the way we engage members to solicit feedback, manage the association, develop products, and maintain our community/culture is a competitive advantage every company has identified as critical. We will find the best ways to attract, manage, retain, and promote the best talent...bringing the best of the best together to lead ALA into the future.

# Growth Paths to Achieve 2016 Goals



**Sustainable Growth, Highly Satisfied Customers, New Products, Highly Engaged Talent**

Product/Service Innovation & Execution	Process & Organizational Excellence	Marketing & Promotions Excellence	Leadership & Human Capital Excellence	Technology Enablement & Integration
“Define our members, target future customers/markets, and develop critical process to deliver competitive products/services.”	“Define our core critical processes and excel at delivering and improving them; simplify and align the organization to serve the strategy.”	“Simplify, strengthen, and coordinate delivery of our message regarding the new value proposition of ALA products and services.”	“Hire and develop the right people for the right jobs, providing opportunity for growth, advancement, feedback, and rewards.”	“100% alignment of our technology to our core processes; complete integration and automation of what can be automated.”