

# NSA Strategic Framework



## Our Vision | why we exist

Every expert who presents content to an audience through the spoken word for a fee belongs to NSA

## Our Mission | what we do

NSA is the leading source for education, community, and entrepreneurial business knowledge needed to be successful in the speaking profession.

## Our Goals and Objectives

<b>GOAL 1</b>		<b>GOAL 2</b>		
	<b>LEARN</b> Education: Create and deliver content-rich, industry-leading programming, events, products and services at all levels to meet revenue, membership and participation targets.	<b>SHARE</b> Community: Create a community that helps the Association meet its membership and participation targets while respecting the diversity of our members and ensuring an inclusive community.	<b>GOAL 3</b>	 <b>GROW</b> Entrepreneurship: Model and share business practices, technologies and trends that help members create sustainable businesses and develop their expertise.

### Outcome

NSA will develop and deliver an industry-leading, on demand, virtual education benefit.

### Outcome

NSA will develop a local experience model to engage members wherever they may live.

### Outcome

NSA will sponsor research and ultimately create a strategy for the Association that is designed to help speakers speak – speak better – and make more money.