

2008-2012 Strategic Initiatives Map –2011 Strategic Initiatives

MISSION
 To advance actuarial knowledge and to enhance the ability of actuaries to provide expert advice and relevant solutions for financial, business and societal problems involving uncertain future events

VISION
 For actuaries to be the leading professionals in the measurement and management of risk

STAKE-HOLDERS

CANDIDATES	MEMBERS <ul style="list-style-type: none"> •International Membership Strategy •Reputational Risk- Public Pension Plans 	EMPLOYERS/CLIENTS	PUBLIC
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STRATEGIC THEMES

DEVELOP KNOWLEDGE <ul style="list-style-type: none"> •Intellectual Capital Framework 	TRANSFER KNOWLEDGE	CULTIVATE OPPORTUNITIES <ul style="list-style-type: none"> •Brand Enhancement •Member and Candidate Engagement •Opportunities for Actuaries in Business Analytics
DEVELOP AND PROMOTE PROFESSIONAL NETWORKS <ul style="list-style-type: none"> •Inter-organizational Synergies •Canadian Member Engagement 		

VOLUNTEER MEMBERS & STAFF

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FINANCIAL

Generate margins in order to fund strategic activities	ALIGN USE OF SOA FINANCIAL RESOURCES WITH STRATEGIC PLAN	Deliver cost-efficient support and services
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PROFESSIONALISM = SPECIALIZED KNOWLEDGE + INTEGRITY + PUBLIC INTEREST