**Mission:**
Through education and research, the SOA advances actuaries as leaders in measuring and managing risk to improve financial outcomes for individuals, organizations, and the public.

**Vision:**
Actuaries are highly sought-after professionals who develop and communicate solutions for complex financial issues.

**Strategies**

**Candidates — Members — Employers/ Clients — Policymakers — Regulators — Public**

1. The SOA’s credentials are prestigious, relevant, and globally recognized.
2. The SOA keeps actuaries at the forefront of evolving methods for solving complex business problems.
3. The SOA provides trusted and objective actuarial research, analysis and insight on important societal issues.

**Know ledge & Perspective**

4. Deliver actuarial education that anticipates stakeholders’ changing expectations.
5. Provide valued services to global stakeholders, tailored by region and based on well-communicated principles.

**Insight & Influence**

7. Construct research programs on key industry and societal issues to systematically educate and inform stakeholders.
8. Cultivate a diverse membership and position it to succeed in existing, expanded, and new roles, initially emphasizing predictive analytics.

**Organizational Capabilities**

9. Continuously identify, analyze, and prioritize responses to environmental changes in a timely manner.
10. Resource models and decision-making processes are efficient and sustainable.
11. Effective relationships with other organizations accomplish mutually beneficial stakeholder objectives.