

Strategic Plan
2023 - 2027

MISSION

To develop, advance and champion the success of all women in the commercial real estate industry.

CORE VALUES

- **Inclusivity** – Create a diverse, multi-cultural and welcoming community.
- **Impact** – Create a forum for all women to impact the future of commercial real estate.
- **Opportunity** – Provide excellence in programming to create both professional and personal growth opportunities for all women throughout all stages of their career.
- **Influence** – Maintain stature and reputation as a well-respected and influential organization in the commercial real estate industry.
- **Engagement** – Engage, involve, and connect members through networking and relationship building.
- **Trust** – Operate as a credible partner, delivering services with integrity and excellence.

VISION

Women are thriving as professionals and leaders in the commercial real estate industry.

Outcomes and Strategic Initiatives

Outcomes are intended to provide an over-arching and relevant guiding framework for all committees / groups and activities of CREW Boston, while Strategic Initiatives lead to the development of specific plans of action and engagement.

OUTCOMES

Outcome 1: INDUSTRY IMPACT: All women are a valued, equitable force in the commercial real estate industry.

Outcome 2: PROFESSIONAL DEVELOPMENT: Women in commercial real estate flourish through personal and professional development opportunities at all career stages.

Outcome 3: LEADERSHIP EXCELLENCE: CREW Boston thrives as a well-respected, leading organization in the commercial real estate industry, convening key conversations and delivering member value.

STRATEGIC INITIATIVES

Initiative 1: Grow and engage a diverse & inclusive talent pool of commercial real estate professionals and CREW members.

Initiative 2: Promote member advancement through pathways to leadership in the commercial real estate industry and CREW, facilitating connections and professional development.

Initiative 3: Position CREW Boston as a model of thought leadership for the commercial real estate community.