

IFSAM Strategic Plan - President Platform Meeting

January 31^o, 2025



AGENDA

1. The Process
2. Our Stakeholders
3. Organizational Chart
4. Benchmark Analysis
5. Interviews
6. Future challenges for IFSAM
7. IFSAM Priorities
8. IFSAM Impact Report

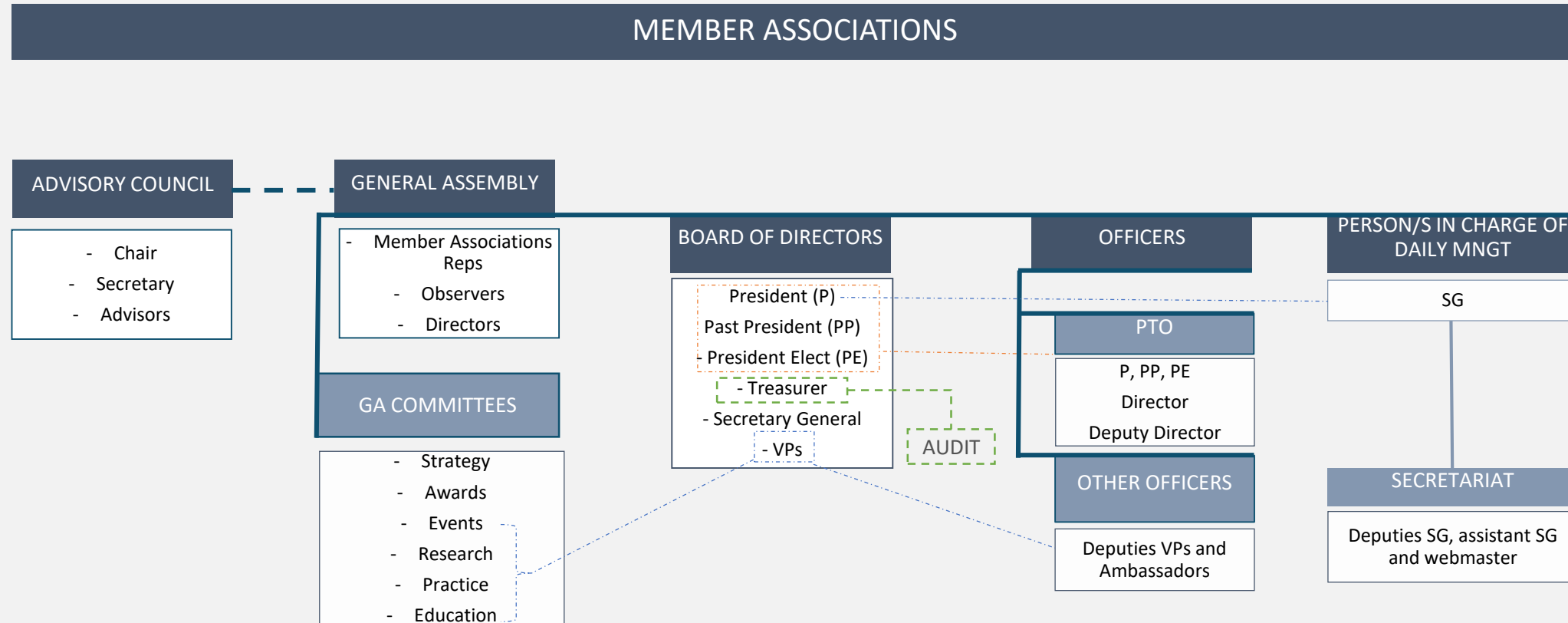
1. THE PROCESS: *THE ANATOMY OF A STRATEGIC PLAN*



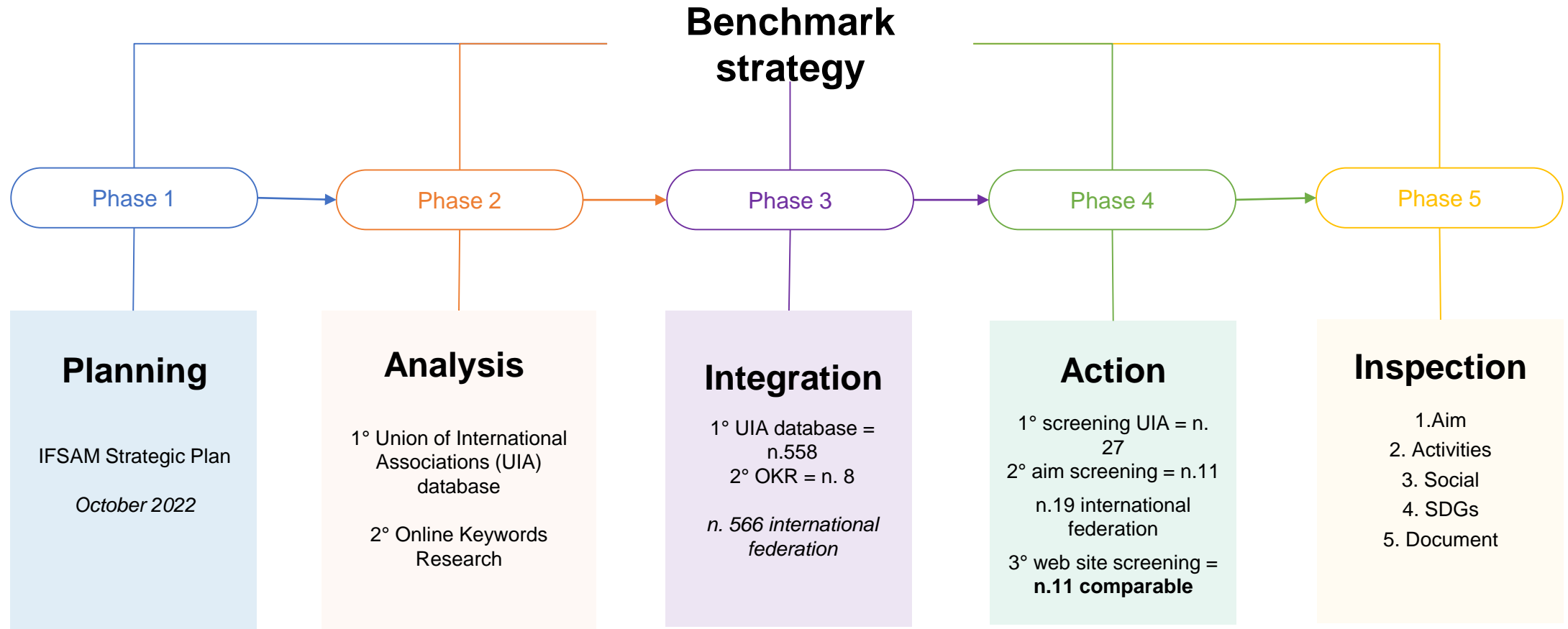
2. POSSIBLE STAKEHOLDER: list and related activities

1. **Member organizations:** The primary stakeholders of IFSAM are its member organizations, which represent academic associations and societies in the field of management from around the world.
2. **Faculty members:** Faculty members at academic institutions who teach and conduct research in the field of management are also key stakeholders.
3. **Journal editors and reviewers:** Editors and reviewers of academic journals in the field of management may be stakeholders in IFSAM's activities. RESEARCH
4. **Local host organizations:** Organizations that host IFSAM conferences in their respective countries or regions are also stakeholders.
5. **Practitioners:** Practitioners who work in management-related fields, such as consultants or executives, may have an interest in IFSAM. CONFERENCE
6. **Government bodies:** Government bodies that are involved in regulating or funding research in the field of management
7. **Other professional associations:** Professional associations in related fields.
8. **Academic institutions:** Academic institutions that offer programs in management, such as universities and business schools INSTITUTIONAL
9. **Students:** Students pursuing degrees or certifications in management-related fields are important stakeholders in IFSAM's educational activities EDUCATION
10. **Accreditation agencies:** Accreditation agencies that accredit business schools and management programs may have an interest in IFSAM's educational activities.
11. **Individual members:** Individual members of IFSAM, who may be scholars, researchers, or practitioners in the field of management, are also stakeholders.
12. **Funding organizations:** Foundations, philanthropic organizations, and other funding bodies that support research and other activities in the field of management
13. **Sponsors:** Sponsors of IFSAM conferences or research initiatives, such as corporations or foundations, are also stakeholders. SOCIAL

3. ORGANIZATIONAL CHART



4. BENCHMARK ANALYSIS



5. INTERVIEWS

STAKEHOLDERS INVOLVED IN THE INTERVIEWS

Member Associations		
<i>Country</i>	<i>Planned</i>	<i>Done</i>
AFRICA	2	
AMERICA	1	1
ASIA	4	3
EUROPE	5	3
OCEANIA	1	1

Governance		
	<i>Planned</i>	<i>Done</i>
Board of Directors	8	5
Officers	3	2
Advisory Council members	4	3

6. Future challenges for IFSAM

1. Communication services:

- Ensuring regular and prompt *communication* to keep member informed about relevant updates, initiatives, and opportunities.
- *Providing multilingual services*, including multilingual presentation slides and subtitles.

2. Increasing Member Associations:

- Strategic goal to attract more member associations.

3. Promoting Collaboration Initiatives:

- Implementing *research collaboration* and soft policies that facilitate collaboration, inclusivity, and effective interaction among members.
- Encouraging the sharing of *best practices* among member associations to foster mutual learning and improvement.
- Establishing *international benchmarks* to guide member associations in aligning their activities with global standards.
- Exploring the possibility of hosting a world-wide, in-person congress.

4. Engaging Young People Worldwide:

- Actively involving *young individuals* from around the world in IFSAM activities.

5. Innovating Approaches:

- Encouraging innovation in *teaching methodologies*.
- Emphasizing a balance between scholars and practitioners within the organization.

6. Optimize and strengthen the organizational structure

- Make IFSAM's internal and external processes more streamlined and efficient.
- Expand the staff to deal with new initiatives

7. Sustainability

- Explicitly referring to the Sustainable Development Goals, underscoring the alignment of business and management activities with these global objectives.

Please, complete the survey!



<https://forms.gle/qhW2gpT7W1zmNEyS6>

6. Future challenges for IFSAM

#	1 - not important	2	3	4	5	6	7 - very important
Communication	7.14%	0%	7.14%	14.29%	21.43%	0%	50.00%
Increasing Member Societies	3.03%	3.03%	9.09%	0%	22.73%	9.09%	53.03%
Promoting Research Collaboration	0%	14.29%	21.43%	7.14%	7.14%	7.14%	42.86%
Established Soft Policies	0%	7.69%	7.69%	15.38%	0%	30.77%	38.46%
Sharing Best Practices	7.14%	14.29%	0%	0%	0%	14.29%	64.29%
International Benchmark	7.14%	7.14%	0%	7.14%	14.29%	21.43%	42.86%
Engaging Young People Worldwide	14.29%	0%	7.14%	14.29%	7.14%	0%	57.14%
Innovating Teaching Approaches	0%	14.29%	14.29%	21.43%	0%	7.14%	42.86%
Multilingual Services	21.43%	14.29%	7.14%	7.14%	14.29%	14.29%	21.43%
Balancing Scholar-Practitioner Dynamincs	21.43%	7.14%	7.14%	0%	14.29%	21.43%	28.57%
In-person Wordwilde Conference	7.14%	14.29%	7.14%	21.43%	14.29%	21.43%	14.29%
Supporting Greater Participation	7.14%	7.14%	7.14%	14.29%	14.29%	28.57%	21.43%
Sustainability	0%	0%	14.29%	14.29%	21.43%	21.43%	28.57%
Boost the organizational structure	7.14%	7.14%	0%	21.43%	14.29%	7.14%	42.86%
Streamline procedures	0%	14.29%	14.29%	14.29%	21.43%	14.29%	21.43%

n. 14 answers

7. IFSAM Priorities

THE 5 IDENTIFIED PRIORITIES

Priority 1: Sharing Best Practice - Coordinator: PTO Director

Promote the exchange of best practices among member associations to enhance mutual learning, drive innovation, and elevate the overall effectiveness of management practices across the network.

Priority 2: Engaging with Soft Policies - Coordinators: Soft-Policy VPs

Actively engage with and influence soft policies, guiding member associations in navigating and implementing these frameworks to strengthen their impact and adaptability in an evolving global landscape.

Priority 3: Establishing International Benchmarks - Coordinator: PTO Director

Develop and implement international benchmarks that serve as a guiding framework for member associations, helping them to align their activities with global standards and achieve excellence in management practices.

Priority 4: Expanding Membership - Coordinator: VP New Membership & Governance

Pursue a strategic initiative to grow the IFSAM community by attracting new member associations, thereby enhancing the diversity, reach, and impact of the federation.

Priority 5: Engaging Early-Career Scholars - Coordinator: VP Research

Focus on actively involving early-career scholars from around the world in IFSAM activities, nurturing the next generation of thought leaders and ensuring a dynamic future for the global management community.

 ***KPI Tracking and Priorities Action Plan Template***

7. IFSAM Priorities

Action Plan Template – e.g. priority: increasing member societies

1. Priority Action

Action: **Increasing Member Societies**

Description of the action: To expand the global network of member societies through targeted recruitment, engagement, and retention strategies.

Strategic objectives: To grow the membership base, enhance the value proposition for members, and foster a more diverse and active community.

2. Key Performance Indicators (KPIs)

What will be measured: Number of new societies joined, retention rate of existing societies, engagement levels (e.g., participation in events and initiatives).

Targets to be achieved: 10% increase in member societies, 90% retention rate, 20% increase in active engagement. (please, note that it is a proposal)

Time frame for each KPI: Annually for growth and retention, quarterly for engagement levels.

3. Responsibility

Leader: VP of Membership Development

Team Members: Membership Coordinator, Event Planner, Communications Officer

Supporting body/Individuals: Existing member societies, ...,

4. Resources Required

Budget: \$??? for the recruitment campaign, and engagement events

Time: Ongoing campaign throughout the year with quarterly reviews

Equipment/Technology: software for managing memberships, webinar tools for virtual events

5. Communication Plan

Stakeholders to be informed: Current and potential member societies, board members, IFSAM staff

Frequency and method of updates: Monthly updates to the board, quarterly newsletters to all stakeholders

Reporting format: Digital reports including metrics dashboards, KPI progress, and qualitative updates on member feedback

6. Timeline

Start Date: May 1, 2024

Key Milestones: [Recruitment drive launch – May 15, 2024, Mid-year review – July 20, 2024, End-of-year event – December 10, 2024]

Completion Date: Ongoing with annual review on April 30, 2025

7. Review and Adjustment

Review Points: [Quarterly reviews to assess progress against KPIs, Annual strategic review for next year planning]

Criteria for Adjustments: [Shortfall from KPI targets by more than 10%, significant changes in member feedback trends]

8. Approval and Sign-Off

Prepared by: [Name — Membership Coordinator]

Reviewed by: [Name — VP of Membership Development]

Approved by: [President of IFSAM ?!]

Date: [April 30, 2024]

8. IFSAM Impact Report - *draft*

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IFSAM

International Federation of Scholarly Associations of Management