

## SUGGESTED STRATEGIC PLAN PRESENTATION SCRIPT

### **SLIDE 1 – TITLE**

Thank you for joining me today to learn more about WEF’s new strategic plan.

As WEF and water sector stakeholders, we all have a critical role to play in advancing and communicating our new mission, vision, and goals for the future.

This plan really belongs to WEF’s members. In a very real sense, it represents our members’ experiences, values, and vision. I’m excited to share the new WEF strategic plan with you today.

### **VIDEO**

(OPTIONAL. SEE [www.wef.org/amplify#videos](http://www.wef.org/amplify#videos) to download or link to the latest videos)

Let’s begin with a short video. It’s part of a continuing series of communications that we’re sharing with WEF members, water sector professionals, and the public about WEF’s new focus.

### **PLAY VIDEO**

### **SLIDE 2 – CREATING THE FUTURE TOGETHER**

WEF’s strategic plan was built by and for WEF members. It evolved from the input of nearly 800 WEF members and stakeholders from across the WEF ecosystem gathered through surveys, interviews, focus and advisory groups. This two-way communication was essential in developing the plan and will continue to be central to its successful implementation.

### **SLIDE 3 –ASPIRATIONAL & MEMBER DRIVEN**

The plan is aspirational and inspirational. It points to the strategic goals but does not provide a detailed roadmap on how to reach them. Instead, it is intentionally designed to give member committees and staff the framework—and the freedom—to find the way, together.

### **SLIDE 4 – OUR CORE VALUES**

Our four core values are the guideposts we will all use to operationalize the plan, set priorities, evaluate choices, and take action. They are designed to guide WEF’s culture toward a more growth-oriented, future-focused, impactful organization and are essential components of our success.

Our four core values are:

**Collaborate for Collective Impact.** This value recognizes that WEF cannot possibly be the best at “everything water,” and that collaboration is key to our ability to have positive, lasting impact. So, let’s transform what partnership can mean.

**Focus on Customers Through Empathy and Service.** This value reminds us to keep customers at the heart of everything we do and recognize that we must continue to evolve to keep pace with and meet their changing needs. Let’s try new things, keep our customer’s perspective in mind, and listen, communicate, and serve with empathy.

**Lead Boldly with Purpose and Agility.** The pace of change and the enormity of the challenges facing us mean that we have to think bigger and more boldly, be able to pivot faster and try something new and different. To achieve our vision of life free of water challenges, each and every one of us must help lead WEF down this bolder path.

**Integrate Diversity, Equity, and Inclusion in All that We Do.** Diversity, Equity, and Inclusion are not external add-ons to existing efforts, they are core ways we must execute on everything we do. At every juncture, we must make sure we have diverse voices in the room, all sharing an equitable experience and contributing new perspectives and new solutions to water challenges.

## **SLIDE 5: MISSION**

Crafting a new mission statement invites us to revisit the essential question: “What is WEF’s reason for being?” and to redefine and recommit to our core purpose as an organization. To develop WEF’s new mission statement, we asked our members how they would answer this question. Here’s what they told us:

- *To unite and connect water quality professionals.*
- *To make our communities and our world a better place.*
- *To be a steering wheel for the water industry.*

## **SLIDE 6 – MISSION STATEMENT**

Our new Mission Statement is “Inspiring the water community in pursuit of human and environmental well-being.”

It taps into the deep passion and sense of purpose that motivate water professionals every day, as we work for people and the planet. It builds on WEF’s role as a water sector convener, educator, and leader and expands our horizons to position us as THE community water professionals come to for inspiration, connection, and solutions.

## **SLIDE 7: VISION**

A vision statement is the aspirational view of where we want to take WEF in the future. When we went to the members for insight, this is what we heard: that WEF needs to tackle the big issues impacting water, like sustainability, climate change, equity, and access. Members told us that they see WEF's role as being:

- *To solve water problems. Not wastewater problems. Water problems.*

This is the ultimate purpose of our work as water professionals – to have systems and management that sustainably serve all people. Our new vision statement reflects this.

## **SLIDE 8 – VISION STATEMENT**

WEF's new Vision Statement is "Life free of water challenges"

Our new vision elevates our focus. It gives WEF the freedom to address the full spectrum of future water challenges as they evolve. It also allows us to increase our impact and influence in and on behalf of the water sector, continue to protect public health and the environment, and enhance the quality of life in our local communities and around the world.

## **SLIDE 9 – 3-YEAR OUTCOME**

The three-year outcome statement connects our mission and vision to concrete goals and strategies.

Member input was foundational to this statement, which uses WEF's greatest strength – the water community – to increase awareness of the water sector and showcase our essential role in our communities.

Our 3-year Outcome Statement is "Amplify the stories of water to grow, strengthen, and diversify the water community."

Over the next three years, we will pursue our vision and mission by sharing our stories to spotlight our accomplishments and elevate the visibility and perceptions of water professionals and the work we do.

This will strengthen the water community by improving public awareness of the water sector, enhance support for water sector initiatives, and expand and diversify our workforce by making our sector attractive to new and innovative talent.

## **SLIDE 10 – GOAL 1**

There are three goals in this new strategic plan. The first is to “Attract and develop a diverse and passionate water workforce.”

This workforce is the foundation that will allow us to accomplish all of our other goals. An inclusive and engaged workforce expands the number of people in water careers, better reflects the communities we serve, and brings new talents, new perspectives, and new ideas to bear on current and future water challenges.

## **SLIDE 11—GOAL 1 STRATEGIES**

We will help build a more diverse and passionate workforce by raising public awareness about the importance of water and the water workforce, reducing barriers to entry, continuing to provide extraordinary connections and education, and by developing strategic partnerships that expand WEF’s reach and impact.

## **SLIDE 12 – GOAL 2**

Our second strategic goal is to “Cultivate a purpose-driven community to sustainably solve water challenges for all.”

One of WEF’s and the water sector’s greatest strengths is how driven we already are to deliver clean water and protect public health and the environment. Our work under this Strategic Plan will further cultivate that sense of community and purpose.

## **SLIDE 13—GOAL 2 STRATEGIES**

WEF will cultivate this purpose-driven community by driving connection and collaboration for the development of innovative solutions, delivering *best-in-class* member experience, and creatively developing and delivering content and programming.

## **SLIDE 14 – GOAL 3**

Our third strategic goal is to “Lead the transformation to the Circular Water Economy”

The sustainability of water resources depends on new economic models based on resource recovery. We must accelerate the adoption of these practices across the sector and connect water to the broader circular economy.

WEF has been working in and on the circular water economy for some time. We’re simply sharpening our focus on resource recovery. We’re building from our base as “the water quality people” to become THE leader in the circular water economy.

### **SLIDE 15—GOAL 3 STRATEGIES**

WEF will not have all the answers or address every issue relating to the circular water economy. Instead, we will lead the transformation to the Circular Water Economy by convening stakeholders to craft WEF’s Circular Water Economy framework and best practices, proliferating the framework and best practices, and championing adoption and eliminating barriers to Circular Water Economy adoption.

### **SLIDE 16—STRATEGIC PLAN MAP**

Here is the full Strategic Plan in graphic form, so that you can see how all of the pieces we’ve just discussed fit and work together to advance our mission, vision, and outcomes.

### **SLIDE 17—GOALS & STRATEGIES**

And here’s a look at our three strategic goals and the strategies we will use to achieve them.

### **SLIDE 18 – NEXT STEPS**

We all have a stake in the future of water. Our success in achieving the vision of life free of water challenges depends on your continued leadership – in embodying the values, in embracing this plan, in amplifying the stories of water, and in helping to change the status quo.

So, help us “boost the signal” on our core values and plan messages. Learn more about WEF’s new strategic plan, and be sure to share your personal water story at [www.wefwaterfuture.org](http://www.wefwaterfuture.org)

**IF APPROPRIATE TO AUDIENCE (MUST BE ALL WEF MEMBERS):** Access and use the full WEF Strategic Plan Ambassadors Toolkit at [www.wef.org/amplify](http://www.wef.org/amplify)

### **SLIDE 19 – Q&A**