

Strategic Plan Talking Points

The following are our Strategic Plan Talking Points, which we encourage you to refer to when speaking or otherwise communicating about the plan. Your goal, when you communicate about the plan, is not just to build awareness for the exciting new vision we're reaching for, it's to inspire your audiences to act, with a new sense of purpose and fresh enthusiasm.

Built by WEF Members

The Strategic Plan was built by WEF members to guide WEF and our many partners and stakeholders in the water community.

- It was shaped by input from nearly 800 members and other stakeholders from across the water ecosystem, gathered through surveys, interviews, and focus and advisory groups.
- This kind of ongoing two-way communication will be central to successful plan implementation.

Aspirational & Inspirational

This plan is aspirational and inspirational, recognizing that the water challenges we face are really societal challenges.

- It points to strategic goals but was intentionally designed without a lot of detail to give WEF members, partners, and staff the freedom to execute quickly and creatively, together.

Our Core Values are the Foundation

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 with our members and customers 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.

Our Mission

Our Mission Statement captures our essential reason for being. It is: **Inspiring the water community in pursuit of human and environmental well-being.**

- Our Mission taps into the deep passion and sense of purpose that motivate our workforce every day. It answers our "Why" question.
- It builds on WEF's ongoing roles as conveners, educators, and leaders in the water sector to expand WEF's position as water professionals' primary source of inspiration, connection, and solutions.

Our Vision

Our Vision Statement is our aspirational view of where we want to take WEF in the future. It is: **Life free of water challenges.**

- Our Vision elevates our focus and offers us the freedom to evolve our approach as new challenges arise.
- It acknowledges we're tackling water's (and some of society's) heaviest issues, like sustainability, access, equity, and climate change.

Our Three-Year Outcome Statement

Our Three-year Outcome Statement is: **Amplify the stories of water to grow, strengthen, and diversify the water community.**

- Our Outcome Statement connects our mission and vision to concrete goals and strategies.
- By sharing our stories, we will spotlight our accomplishments, elevate the visibility of water professionals and the work we do, and better connect our work to the lives we impact.
- Storytelling will also strengthen the water community by increasing public awareness and improving perceptions of the water sector and water professionals.
- Telling our stories will build support for water sector initiatives and help us attract a more diverse and innovative workforce.

Our Strategic Goals & Strategies

There are three strategic goals, and each goal has a list of strategies for achieving them.

Goal 1: Attract and develop a diverse and passionate water workforce.

- A diverse and passionate workforce will help us:
 - Increase the number of people coming into water careers.
 - Build a workforce that more accurately reflects the communities we serve.
 - Gain new perspectives, new ideas, and new solutions to meet water challenges.
 - Expand our reach and impact.
- We will attract and retain a more diverse water workforce through the following strategies:
 - Raise public awareness about the importance of water and the water workforce.
 - Reduce barriers to workforce entry and retention.
 - Provide extraordinary opportunities for connection, growth, and education.
 - Cultivate strategic partnerships.

Goal 2: Cultivate a purpose-driven community to sustainably solve water challenges for all.

- One of our community's greatest strengths is how driven we already are to deliver clean water and protect health and the environment.
- We will cultivate this purpose-driven community through these strategies:
 - Drive connection and collaboration for the development of innovative solutions.
 - Deliver best-in-class member experience.
 - Creatively develop and deliver content and programming.

Goal 3: Lead the transformation to the Circular Water Economy.

- The sustainability of water resources depends on 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 focused on the circular water economy for some time already. This plan sharpens our focus on resource recovery.
- It allows WEF to build from its base as “the water quality people” to become THE leader in the circular water economy.
- We will lead the transformation to the Circular Water Economy through these strategies:
 - Convene stakeholders to craft WEF's Circular Water Economy framework and best practices.
 - Proliferate WEF's Circular Water Economy framework and best practices.
 - Champion adoption of Circular Water Economy.
 - Eliminate barriers to Circular Water Economy adoption.