

# STRATEGIC PLAN 2020-2024

**VISION:** *Be the recognized leader advancing security worldwide.*

**MISSION:** *Promote excellence and leadership in the security management profession.*



## Accelerating Digital Transformation: ASIS will be an industry leader in building security knowledge about digital transformation

1. Create opportunities for affiliated and nonaffiliated security professionals to experience ASIS International thought leadership and innovation in security and technologies.
2. Identify and communicate, through research and education, industry innovations that directly impact the role of security professionals.
3. Improve, expand, and identify educational opportunities for security professionals at all levels including partnering with other content providers and subject matter experts.
4. Monitor and evaluate new technologies by leveraging the knowledge of vendors and providing industry leadership through experiential learning.



## Achieving Recognition for the Profession: The practice of security will be recognized as a profession rooted in standards, guidelines, certification and research

1. Leverage ASIS standards and guidelines in setting skill sets and requirements (best practices) for the security profession.
2. Reinforce the importance of professional competency in the security profession by positioning ASIS Board Certification as a gold standard of quality and expertise.
3. Conduct actionable research that supports and informs the profession.
4. Advocate for the profession within both the public and private sector.
5. Support personalized learning and career pathways for development and advancement at all career levels.



## Elevating the Security Function to influence Organizational Success: ASIS has positioned the security risk function to be an essential contributor to organizational success

1. Articulate, elevate and evaluate the ESRM function.
2. Develop practitioners' competencies in business acumen, influence and leadership skills.
3. Build and expand CSO participation with research, education, outreach and leadership development to enable them to play a more influential role in their organizations and demonstrate value.
4. Leverage certification as means of emphasizing the importance and demand to attain and maintain ASIS credentials.
5. Increase understanding and application of ASIS standards and guidelines as business performance tools.
6. Increase public awareness for the function of security and its contribution to the business.



## Serving Global Needs: ASIS is recognized as the trusted resource globally

1. Develop competency around global service delivery.
2. Prioritize emerging markets through market analysis to determine approach channels to meet needs and localize best practices as appropriate.
3. Serve members where they are through global infrastructure, a new global governance structure, access to content and resources, and consistency of experience.
4. Evaluate Brand alignments to enhance and sustain global focus.