

# DESIGN-BUILD INSTITUTE OF AMERICA

*"Integration Is Our Foundation"*



## STRATEGIC DIRECTION

### VISION

DBIA will be the industry's preeminent resource for leadership, education, objective expertise and best practices for the successful integrated delivery of capital projects.

### MISSION

DBIA promotes the value of design-build project delivery and teaches the effective integration of design and construction services to ensure success for owners and design and construction practitioners.

### VALUES

- Excellence in integrated design-build project delivery, producing high value outcomes.
- An environment of trust characterized by integrity and honest communication.
- Mutual respect for and appreciation of diverse perspectives and ideas.
- A commitment to innovation and creativity to drive quality, value and sustainability.
- Professionalism, fairness and the highest level of ethical behavior.

## THREE-YEAR STRATEGIC GOALS

*(target 12/31/12)*

Market	Products/Services	People	Financial
Champion the merits of integrated delivery as a means to achieve exceptional project outcomes.	Deliver quality and effective products and services to our members and customers.	Energize, engage and effectively serve the membership.	Achieve a stable, sustainable long-term financial position.

## STRATEGIES

<ul style="list-style-type: none"> <li>• Focus on teaching and promoting design-build performed according to its best practices as the optimal manner in which to achieve integrated project delivery.</li> <li>• Continue to advocate widespread implementation of the design-build project delivery model, including full legislative authority.</li> <li>• Evaluate other integrated service models and provide objective education.</li> <li>• Forge relationships with other organizations – at the regional, national and international levels – to advance our goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Educate owners and practitioners regarding the value of DBIA™ certification.</li> <li>• Assure that our programs, products and services are relevant to meet member and customer needs and exceed their expectations.</li> <li>• Implement robust technology to promote design-build success and to efficiently deliver our products and services.</li> <li>• Disseminate information in a thorough, timely and efficient manner.</li> </ul>	<ul style="list-style-type: none"> <li>• Build the membership base via deliberate and targeted outreach to students/faculty, owners and design professionals.</li> <li>• Enhance collaboration among board, regions, committees, staff and members.</li> <li>• Strengthen the customer service culture within the staff.</li> <li>• Optimize the operation of all committees.</li> </ul>	<ul style="list-style-type: none"> <li>• Build adequate financial reserves</li> <li>• Attain annual increases in revenue.</li> <li>• Operate programs at an overall profit.</li> </ul>
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