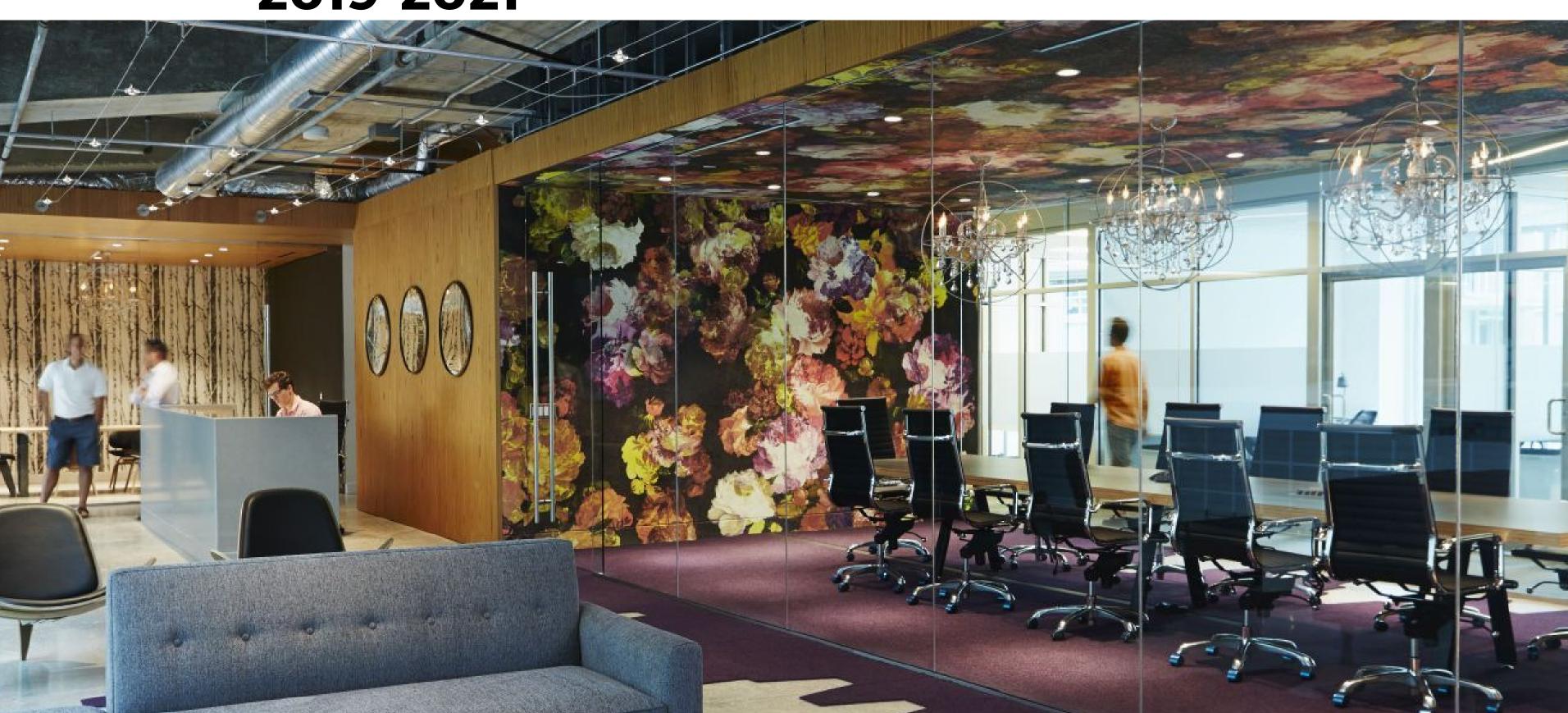
# Strategic Plan



2019-2021





# STRATEGIC PLAN

The IDC Strategic Plan, developed in 2015, was updated in early 2019 with engagement from the Board of Management, stakeholders and staff.

The revised mission statement builds on the previous version, bringing clarity.





### **VISION**

Healthy and safe interior spaces that enhance the quality of life.

#### **MISSION**

To advance, support and promote interior designers and the profession, nationally and internationally.







IDC is built on integrity, innovation, sustainability, inclusion and the belief in an ethical, accountable profession and a positive future for members, partners and stakeholders.





## STRATEGIC GOALS

Build the profile of interior design and advance the profession in innovative ways.

Grow design partnerships.

Develop a robust membership.







## STRATEGIC IMPERATIVES

Advocate for Canadian interior design, here at home and across the globe, establishing local IDC chapters and expanding opportunities for international interior design experiences and partnerships.

Provide a platform for meaningful member engagement, deliver exceptional professional development, and promote participation in both.



#### STRATEGIC IMPERATIVES

Embrace innovation and promote diversity and inclusion throughout the profession.

Shatter myths and elevate public knowledge and understanding about the Canadian interior design profession.

Demonstrate IDC values to stakeholders through ethics, transparency and accountability.

Enhance our value proposition by pursuing, shaping and advancing interdisciplinary programming and ventures.



