

# **STRATEGIC** DIRECTION

## **VISION**

# To be the most trusted voice of business in the Dayton region.

## MISSION

Working shoulder to shoulder with businesses to help them succeed.

## © PURPOSE

*To make it easier to do business.* 



**ADVOCACY** 

Advocate as the most trusted voice of business in our region.



KEY ACTIVITIES

#### PROFESSIONAL DEVELOPMENT

Provide access and resources to cultivate business success through professional development.



#### CONNECTIONS

Create connections & foster relationships.



#### **DELIVERING VALUE**

Ensure the highest value for members' investments & trust.

## **WALUES**

#### **RELATIONSHIPS**

**Relationships** are at the heart of everything we do. We believe that **connection** is critical to our success and central to our ability to **build community**.

#### INCLUSION

We are purposeful in our *inclusion* of diverse perspectives. We believe we do our best work when everyone feels *respected*, *supported* & *valued*.

#### ACCOUNTABILITY

We are *accountable* to each other and our members. We believe that acting daily with *integrity*, *consistency* and *transparency* is key to earning *loyalty*.

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The chamber's competition is the time of our members. Each decision will be reviewed to ensure we are making the best use of our members' time in support of their business goals.

# **GROWTH OPPORTUNITIES**

Leverage our *14 county region* and exploit our unique ability to connect business to opportunities.

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