

# **CIEH future strategy**

Anne Godfrey, Chief Executive CIEH

## Royal Charter



CIEH was established to promote for the public benefit the theory and science of environmental health in all its aspects and the dissemination of knowledge about environmental health.

### **CIEH Strategy Programme**

**Purpose** To promote, for the public benefit, the theory and practice of environmental health Vision Championing safer, cleaner, healthier environments and lifestyles Voice & visibility **Professional development** Membership **Enablement** Ensure that CIEH is Provide the evidence base Develop a professional Provide the recognised as the voice of development framework necessary to renew the infrastructure and Strategic goals the environmental health CIEH, its membership, and resources to enable the and assets that sets the improve the value of the profession by its standard for CIEH to optimise the members, stakeholders professionalism in delivery of products and environmental health and the public environmental health services to members and profession other stakeholders

**Objectives** 

Deliver a coordinated public affairs agenda focused on key themes relevant to current and future members

Improve our learning offer across all educational and learning products

Engage effectively with the full range of environmental health professionals

Improve IT infrastructure and associated services

Harness digital technologies and channels

Align organisational culture, values and behaviours

Maximise our commercial and membership revenues and ensure effective use of our intellectual, human and financial capital

### 2016/17 Focus

#### Strategic goals

#### **Voice and Visibility**

Ensure that CIEH is recognised as the voice of the environmental health profession by its members, stakeholders and the public

#### **Professional Development**

Develop a professional development framework and assets that sets the standard for professionalism in environmental health

#### Membership

Provide the evidence base necessary to renew the CIEH, its membership, and improve the value of the environmental health profession

#### **Enablement**

Provide the infrastructure and resources to enable the CIEH to optimise the delivery of products and services to members and other stakeholders

### Phase A (May 2016 - Mar 2017)

Stakeholder Mapping

Content & Channel Strategy

**External Affairs Strategy** 

**Brand Review** 

**Professional Standards** Framework

**Learning Review** 

**Professional Pathway** 

CPD & Code of Ethical / Professional Conduct

Plan of Provision

Market Research

Competitive & Peer Benchmarking

Membership Offer

**Organisation Offer** 

**Current Business Operating Model Review** 

**Building Organisational** Capital & People Strategy

**Project Management** Office

Data Management

**Business Operating Model Gap Analysis** 

**New Business Operating Model Implementation** 

### Phase B (Jun 2017 - TBC) - Scope TBD

Organisation Offer Development

**Assessment Methodologies** 

**Distribution Channels** 

**Accreditation Models** 

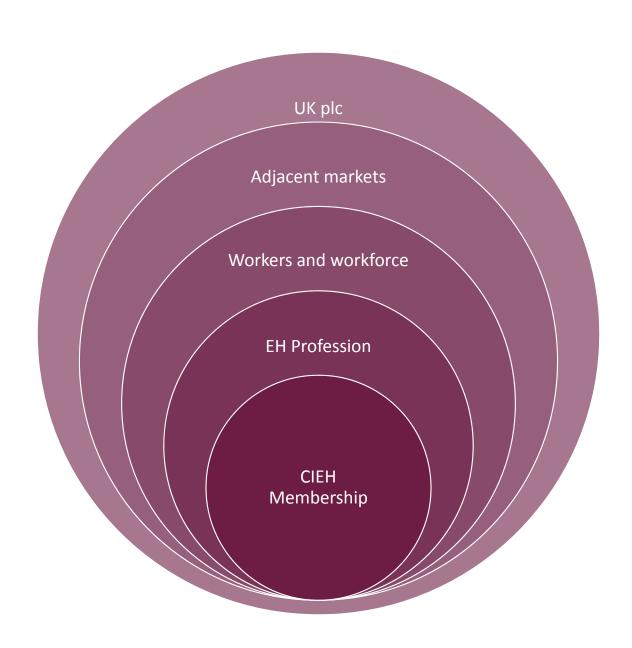
Product Review & Development

Implementation Sprints

**SPRINTS** 2016/17

(mini-projects)

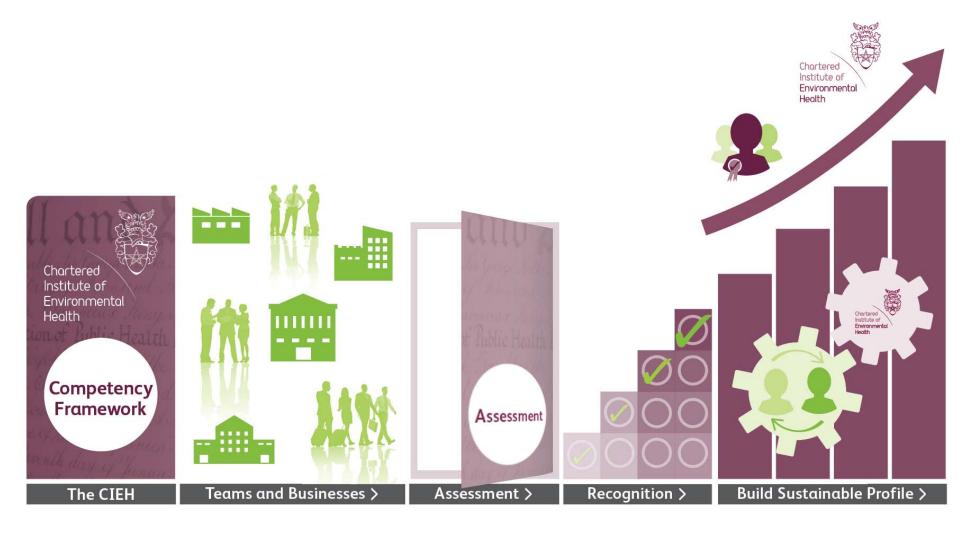
### CIEH members & markets

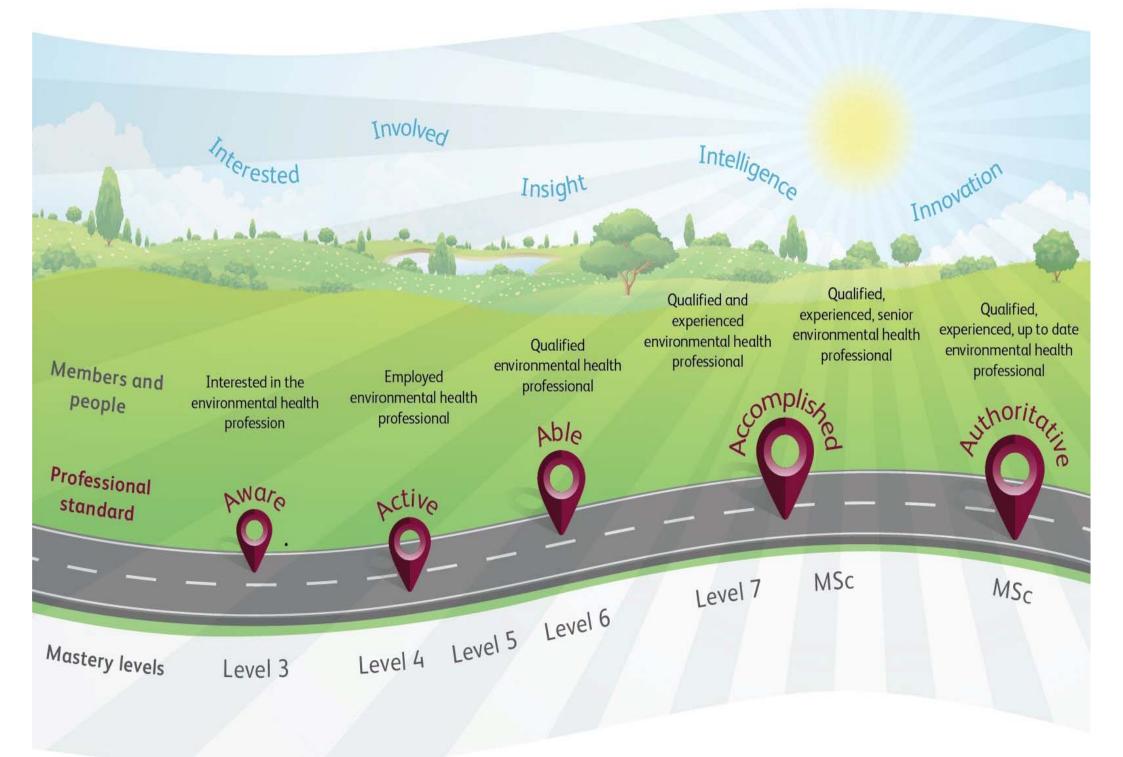


## Professional pathway - individuals



## Professional pathway - organisations





## Questions?

Chartered Institute of Environmental Health