

2021-2023 Strategic Plan

Our Purpose

We champion our diverse employer community for an economically vibrant, inclusive, and globally competitive region.

Our Priorities



CULTIVATE RELATIONSHIPS

We are in the business of relationships and so are you. From connecting new business opportunities across sectors, or between the employer community and government institutions and policymakers — we help make connections that count for your organization.



GROW LEADERS

Our members tell us that a ready workforce is key for their companies' growth and success. We develop talent along the leadership continuum, from young professionals to executives through training and education, leadership development, cohorts, and opportunities to serve on boards and committees.



DRIVE PROGRESS

The Chamber has a bold vision for an economically vibrant and globally competitive region. To get there, we must unlock the potential of our diverse local workforce and businesses and reimagine our economy to meet the needs of our rapidly evolving market. We accomplish this work through partnerships with companies, public agencies, regional partners, private investors, and the communities where we live and work.



BUILD CAPACITY

By working together with our members, partners, and investors, the Chamber builds capacity at an individual, organizational, and regional level. We help businesses and individuals achieve together what they cannot do alone.

Our Core Values & Beliefs | *The Foundation for Our Work*

Equity is the lens through which we do all our work.

- ▶▶▶ Individual companies and our overall economy will maximize our potential when we fully engage our diverse labor force and challenge the assumptions and barriers that have created unacceptable disparities that threaten our economic future.
- ▶▶▶ We create an inclusive member experience ensuring we have a fully engaged diverse workforce and leverage our influence to drive positive impact on our region.

Quality of life matters.

- ▶▶▶ We recognize the economic value of personal and professional fulfillment.
- ▶▶▶ We maintain a supportive and fun work environment for our team, create enjoyable experiences for our members, and contribute to a livable community that attracts and retains top talent.

A strong business climate equals a strong community.

- ▶▶▶ Strong businesses invest in the community through good jobs for every worker and a tax base that supports infrastructure, public safety, schools, and other key community priorities.

Catalytic leadership drives progress.

- ▶▶▶ We bring people together to set the agenda for transformational change. We take a genuine interest in others — leading from passion and strength of character.
- ▶▶▶ We communicate across sectors to inspire a new way of working together to achieve the region's highest aspirations.

Courageous, deep listening effects change.

- ▶▶▶ We make space for courageous conversations, opening us up to change. Connections happen when we are seen and heard, and by listening — we bring people together.

Our Strategies | *How We do this Work*

- ▶▶▶ Develop our membership by creating exceptional member value.
- ▶▶▶ Advocate fiercely on behalf of the business community.
- ▶▶▶ Support economic recovery for small and medium sized business.
- ▶▶▶ Create exclusive opportunities for best-in-class talent and leadership development.
- ▶▶▶ Seek partnerships to expand the region's tax-base and add jobs.
- ▶▶▶ Develop new ways to meet community needs through nonprofit consulting, community development, and innovative partnerships.

MAKING CONNECTIONS THAT COUNT

LEAN IN ▲ GET INVOLVED ▲ JOIN THE CHAMBER

ST PAUL
AREA CHAMBER

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- St. Paul Area Chamber
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