

## 2015 STRATEGIC MAP

<b>VISION</b>	<b>World health transformed through breastfeeding and skilled lactation care.</b>				
<b>MISSION</b>	<b>To advance the International Board Certified Lactation Consultant® (IBCLC®) profession worldwide through leadership, advocacy, professional development, and research.</b>				
<b>CORE VALUES</b>	<b>KNOWLEDGE</b>		<b>We believe knowledge guides our practice, strengthens our value, and supports our role in transforming world health.</b>		
	<b>DIVERSITY</b>		<b>We foster an inclusive environment that supports leadership, advocacy, professional development, and research from varied perspectives.</b>		
	<b>EQUITY</b>		<b>We support global access to skilled lactation care and the IBCLC profession.</b>		
<b>AREAS OF IMPACT</b>	<b><i>The Member</i></b> <i>Provide lactation professionals with the network and resources necessary to best guide practice.</i>		<b><i>The Profession</i></b> <i>Advance the IBCLC profession globally.</i>		<b><i>The World</i></b> <i>Respond and adapt to local and global lactation community priorities.</i>
<b>GOALS</b>	1: Provide innovative education and networking.	2: Provide access to and interpretation of lactation research.	3: Build capacity for future leaders.	4: Champion the IBCLC as the premier lactation credential.	5: Advance breastfeeding on the global agenda.
<b>OBJECTIVES</b>	1.1: Create a global platform for networking and communication.	2.1: Increase access to evidence-based documents that build knowledge and support the IBCLC.	3.1: Implement development process that spans the knowledge of global awareness, organizational excellence, and effective human influence behaviors.	4.1: Develop a marketing plan that encompasses diversified audience.	5.1: Engage in partnerships with global health leaders and relevant organizations.
	1.2: Create culturally appropriate diversified educational delivery channels.			4.2: Support IBCLC organizations globally.	