

# Inspiring positive change – APM strategy



## our vision

A world in which all projects succeed with project management as a life skill for all.

## our mission

Inspiring communities to deliver meaningful change for societal benefit by advancing the art, science, theory and practice of project management.

## our objectives

### Chartered standard

Successfully position, develop and launch the Chartered standard to become the accepted benchmark standard for project professionals.

### Membership growth

Accelerate the growth, diversity and global reach of APM's membership by engaging with new sectors and communities.

### Knowledge and research

Advance the art, science, theory and practice of project management with an innovative knowledge and research programme.

### Organisational innovation

Define and build APM as the model of a sustainable professional body for the 21st century.

### Collaborate and engage

Accelerate the universal adoption of project management by people delivering change through collaboration and partnerships.

For more information please visit [apm.org.uk/strategy](http://apm.org.uk/strategy)

THE **CHARTERED BODY** FOR THE  
**PROJECT PROFESSION**