



# Strategy 2021-2025





**MISSION**



**VISION  
PURPOSE**



**Strategy**  
*2021-2025*

Individual to realise  
exists to set  
potential so they  
advocate for and  
their wellbeing  
of quality career  
contribute to the  
ment for all.  
and society.





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## STRATEGIC STATEMENT

### CDI STRATEGY 2021-25

To consolidate the position established over recent years, then accelerate the growth and impact of the CDI to provide greater benefit to members and raise the profile and recognition of the career development sector.

## STRATEGIC PILLARS

### BROADENING MEMBERSHIP

Expand the CDI membership base, widening representation and benefit across all areas of career development.

### STRENGTHENING STANDARDS

Embed quality and professional standards across the sector, including qualification pathways and code of ethics.

### INFLUENCING CHANGE

As the UK's professional body, raise the sector's profile by building a strong evidence base and compelling narrative, increasing policy influence and raising public understanding.

### WORKING FOR A FAIR FUTURE

Lead the sector to address social issues including ED&I, sustainability and wellbeing as well as enhancing respect for the profession.

## STRATEGIC ENABLERS

### INCREASING INVESTMENT IN SERVICES

Create new revenue streams to fund investment in our services and support the growth strategy.

### ORGANISING FOR GROWTH

Strengthen the capability and capacity of the CDI to enable future growth, realise a digitally-enabled future and ensure robust and flexible governance.



## VALUES



# Strategy 2021-2025

### PROFESSIONAL AND ETHICAL

We will always operate with integrity and hold ourselves to the highest standards of professionalism and ethical practice, leading by example for the sector.

### INCLUSIVE

We will operate and promote an inclusive culture where everyone can thrive, respecting others and working collaboratively to realise the best for everyone.

### FORWARD THINKING

We look to the future, striving to advance professional practice in career development. We are enterprising, seeking new opportunities to increase the benefit to members, and to work in new ways with our stakeholders to raise the profile and status of career development.

### INSPIRATIONAL EXPERTISE

We actively demonstrate and evidence the expertise and benefits that the profession offers, combined with compelling narratives to engage and inspire colleagues, stakeholders and the public about career development.