



2017-2020 Strategic Plan

About the Plan

Members of the Sarnia Lambton Chamber of Commerce met in February 2017 to start work on a proposed new Strategic Plan for 2017-2020. The strategic Planning session was facilitated by Dr. Janice Forsyth, a facilitator, consultant, coach, entrepreneur, founder of Foresight Management Consulting and Past President of the Windsor Essex Chamber. Janice obtained her PhD in Instructional Technology at Wayne State University in Detroit Michigan focusing on the theory and practice of design, development, utilization, management and evaluation of processes and resources for learning. June 2017, the Sarnia Lambton Chamber of Commerce reviewed and unanimously approved a Strategic Plan for 2017-2020.

The chamber has officially launched our new Strategic Plan 2017-20. We have identified four goals to take the chamber to the next level in terms of advocacy, member engagement and corporate excellence.

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Strategic Plan 2017-2020 Identifies 4 Main Goals:

The following four organizational goals are the core competencies of the Sarnia Lambton Chamber of Commerce:

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Goal #1

Increase Membership Engagement: the Chamber will enhance the value of membership by creating an environment for local businesses to thrive by becoming more customer-centric.

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Goal #2

Shape the Future through Advocacy: The Chamber will engage its membership by introducing progressive techniques that will solicit stronger involvement in its advocacy efforts.

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Goal #3

Ensure Financial Stability: The Chamber will align our business model to be financially sustainable.

Goal #4

Enhance Corporate Excellence & Leadership: Continue to be recognized as an efficient, high-performing Chamber of Commerce.