

# PRODUCT STEWARDSHIP SOCIETY STRATEGIC PLAN (2022-27)

Approved by the Board of Directors  
July 23, 2021



Product Stewardship Society®

**Our Mission:** The Product Stewardship Society empowers professionals to achieve responsible design, development, and management of products throughout their lifecycle.

**Our Vision:** A world of safe, trusted, and sustainable products.

Community	Professional Development	Promotion	Thought Leadership
<b>Goals</b>			
Foster the community for those active or interested in product stewardship.	Provide programming and resources that advance practitioners and the field of product stewardship.	Increase the awareness, visibility, essential nature and recognized value of the profession to stakeholders.	Shape the future of product stewardship by anticipating, challenging, and advancing the practice.
<b>Strategic Objectives</b>			
<ol style="list-style-type: none"> <li>1. Provide forum(s) for community and information sharing.</li> <li>2. Foster collaborations to develop new networks and exchange information.</li> <li>3. Expand engagement by leveraging professional development and thought leadership activities.</li> </ol>	<ol style="list-style-type: none"> <li>1. Enhance skills, knowledge, and abilities of practitioners through a broad portfolio of relevant and timely offerings.</li> <li>2. Provide education and other materials to support professionals in obtaining and maintaining the CPPS credential.</li> <li>3. Develop and maintain resources to support and promote career advancement.</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase the awareness, visibility, essential nature and value recognition of <i>product stewardship</i>.</li> <li>2. Increase the awareness, visibility, essential nature and value recognition of <i>product stewards</i>.</li> <li>3. Increase the awareness, visibility, essential nature and value recognition of the <i>Product Stewardship Society</i>.</li> </ol>	<ol style="list-style-type: none"> <li>1. Anticipate and influence the future within the domain of product stewardship.</li> <li>2. Challenge established assumptions and practices with innovative thinking to make products safer and more trusted and sustainable.</li> <li>3. Advance the body of knowledge of product stewardship and foster incorporation of leading practices.</li> </ol>



# COMMUNITY

Strategic Objectives	Strategies
1. Provide forum(s) for community and information sharing.	A. Expand community beyond PSX by exploring online options and develop a plan for implementation. B. Create communities around topics and interests within product stewardship. C. Increase the reach inside companies and organizations by growing the number of Team memberships. D. Develop and implement a plan to increase the number of international members.
2. Foster collaborations to develop new networks and exchange information.	A. Establish criteria for collaborations with other groups/organizations. B. Explore partnerships and other opportunities with domestic and international trade associations.
3. Expand engagement by leveraging professional development and thought leadership activities.	A. Develop meaningful volunteer engagement opportunities that enhance the membership experience.



# PROFESSIONAL DEVELOPMENT

Strategic Objectives	Strategies
<p>1. Enhance skills, knowledge, and abilities of practitioners through a broad portfolio of relevant and timely offerings.</p>	<p>A. Expand the development of new revenue-generating products, services, and/or resources for different member and customer segments.</p> <p>B. Enhance content development through meaningful volunteer engagement opportunities that align with volunteer talent and time commitment.</p> <p>C. Leverage the enhanced functionality of the Society's new Learning Management System (LMS) to deliver interactive and engaging content.</p> <p>D. Sustain and grow PSX through incorporating best in class event practices.</p> <p>E. Review and update the <i>Core Competencies for the Product Stewardship Professional</i> and the <i>Professional Practices of Product Stewardship</i>.</p>
<p>2. Provide education and other materials to support professionals in obtaining and maintaining the CPPS credential.</p>	<p>A. Determine what gaps exist in current content and implement development plan to close those gaps.</p> <p>B. Determine feasibility of an in-person exam prep course to complement online course.</p> <p>C. Develop a self-study guide and/or other resources to aid in exam prep.</p> <p>D. Develop and implement a plan to increase the number of CPPS's globally.</p>
<p>4. Develop and maintain resources to promote and support career advancement.</p>	<p>A. Increase the suite of career and employment service offerings based on career stage.</p> <p>B. Encourage early career professionals to engage in mentoring and career planning using the Society's suite of education and training tools as a pathway toward the CPPS credential.</p> <p>C. Conduct a salary and compensation survey.</p>



# PROMOTION

Strategic Objectives	Strategies
1. Increase the awareness, visibility, essential nature, and value recognition of <i>product stewardship</i> .	A. Identify, prioritize, and create messaging and collateral materials for prioritized audiences. B. Leverage the Society website, social media platforms, and allied associations to create awareness and interest.
2. Increase the awareness, visibility, essential nature, and value recognition of <i>product stewards</i> .	A. Define the role, career path(s), and value of a product steward and develop collateral materials. B. Promote outreach of the profession with students, early career professionals, and individuals who are transitioning into product stewardship roles in their organization.
3. Increase the awareness, visibility, essential nature, and value recognition of <i>the Product Stewardship Society</i> .	A. Identify target markets for new member acquisition and create messaging that speaks to their needs. B. Explore additional “Freemium” opportunities to attract new members, customers, and prospects and develop lead nurture campaigns that speak to each of our target groups. C. Leverage Board and member volunteers to evangelize the Society’s value proposition to target markets. D. Through collaboration with organizations around the world, expand awareness of the Society.



# THOUGHT LEADERSHIP

Strategic Objectives	Strategies
1. Anticipate and influence the future within the domain of product stewardship.	A. Conduct periodic environmental scans to identify emerging issues. B. Develop and/or aggregate content around emerging trends.
2. Challenge established assumptions and practices with innovative thinking to make products safer and more trusted and sustainable.	A. Develop a forum to facilitate the discussion of best and/or leading practices.
3. Advance the body of knowledge of product stewardship and foster incorporation of leading practices.	A. Identify barriers to incorporating the best and/or leading product stewardship practices into company operations. B. Develop and implement a plan to support product stewards in closing gaps between current and best and/or leading practices. C. Implement a process for periodic review and inventory of current and best and/or leading practices.

