

2025 – 2027 APPROVED CORPORATE STRATEGY



... we deliver value through people

2025-2027 Strategic Pillars



1

FORTIFYING INSTITUTIONAL FRAMEWORK:

Strengthen CIPM's influence through strategic partnerships with governmental bodies and institutionalise a transparent and merit-based leadership succession process.

2

ENHANCING INTERNAL CAPACITY AND CAPABILITY:

Position CIPM as a globally recognised, innovative Institute by enhancing partnerships, promoting the use of technology, and driving thought leadership in human capital management.

3

GROWTH AND MEMBERSHIP:

Increase student enrolment, member retention, and active participation in CIPM's professional programmes by fostering engagement and professional success.

4

CULTURE AND INNOVATION:

Establish a professional culture where CIPM's core values are fully integrated, ensuring accountability and fostering a sense of belonging among all members.

To be the Institute of choice for people management

To promote excellence in people management through value creation, optimisation of human potential, standardization and regulation of Human Resource Management

VALUE PROPOSITION

BRAND VISIBILITY

REGULATORY EFFECTIVENESS

CIPM STRATEGY HOUSE

Fortifying Institutional Framework

Form Strategic Alliance with the Government

Operationalize & Optimize the CIPM Charter

Leadership Development & Succession Planning

Form Strategic Alliance With Non-Government & Corporate Institutions

Enhancing Internal Capacity & Capability

Improve Member and Stakeholder Services

Cultivate a High-Performance Culture

Integrate Technology and Automation

Streamline Operational Efficiency

Promote Member and Stakeholder Capacity Building

Enhance Employee Skills and Competencies

Growth & Membership

Consultancy Services

Partnerships and Sponsorships

E-Learning Platforms

Events and Conferences

Optimize Membership Fees and Structure

Cost Optimization

Revenue Growth

Fundraising Campaigns

Expand Membership Reach and Diversity

Expand Membership Base

Merchandise Sales

Culture and Innovation

Develop a Culture of Financial Accountability

Cultivate a Culture of Collaboration

Cultivate Leadership at All Levels

Establish Communities of Practice

THE FOUNDATION

Service – Creativity – Respect – Integrity – Professionalism – Teamwork

Thank You!

Strategic Planning & Implementation Committee
(SPIC)

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