

**Association for Psychological Type International  
Strategic Plan—2008**

*Mission*

The Association for Psychological Type International (APTi) is the professional membership organization for people worldwide who use personality type and assessments such as the MBTI® tool.

We promote the practical application and responsible use of personality type through education and training, research, networking and community building.

Our purpose is to support personal and professional development through the constructive use of personality type differences.

<b>APTi's overarching goal is to increase membership to 5,000 by 2010 by increasing the value of membership through the following initiatives.</b>	<b>Action Plan Responsibility</b>	<b>Goal Completion Date</b>
<b>1. Restructure APTi training programs for profitability.</b>		
a. Plan consecutive training days or multi-speaker workshops in carefully chosen markets.	John, Jay	October 31, 2008
b. Develop a process for selecting new facilitators and workshop proposals from our membership.	Jay, training comm.	December 31, 2008
c. Improve marketing of training days.	Julie	October 31, 2008
d. Improve the profitability and value to members of the Biennial conference.	John, Dario, Ray	August 2009
e. Improve Awards process	Jill	February 2009
f. Use CEU process to ensure consistent quality of Chapter events	Jay	2009
<b>2. Build strategic partnerships within the worldwide type community, concentrating on ways to improve value of APTi membership.</b>		
a. Identify practical benefits we can provide to partners and they can provide to us	John, Jane	2008
b. Partner with other organizations in developing online communities	Suzanne	December 2008
c. Develop new services for chapters [online evaluations, clearing house of speaker information, marketing]	Sharon	2009
d. Re-launch Council of International Presidents	Suzanne	November 2008
e. Partner to improve the visibility of psychological type	Jane	2009
<b>3. Provide infrastructure and opportunities for members to share information, experiences, and resources for psychological type.</b>		
a. Restructure Interest Areas to better reflect member interests and market trends.	Pat	2009
o Improve information on resources, contacts and training opportunities.	Pat	December 31, 2008
b. Develop Special Interest Groups (SIGs) that allow for members to network easily, for temporary or long-term purposes.	Jenny LaChance	December 31, 2008
c. Develop a consistent structure for APTi Regions and Chapters.	Sharon	March 31, 2009
d. Improve referral network	Katherine, Suzanne	March 2009
e. Encourage development of new chapters, including international chapters.	Sharon, Jill	March 2009
f. Develop website resources and networking avenues to support research	Katherine	December 31, 2008
g. Improve ongoing contact with new members, international members, and lapsed members	Jill	October 31, 2008
h. Enrich resources available through our website	Katherine	2009
o Be inclusive of other type models and other synergistic models.	Katherine	2009