

# 2020 **FGMA** Strategic Plan **VISION**

Presented by:

FGM Architects Inc.

FGM ARCHITECTS 2020 FIVE YEAR VISION STATEMENT

FGM Architects will be a trusted, resilient design firm, nationally recognized for building communities and admired for fostering an inclusive culture of talented and diverse people.

*Approved by Board of Directors May 6, 2020*

VISION STATEMENT WORD CLOUD (APR 6, 2020)



# 2020 **FGMA** Strategic Plan

# **FUTURE STATE**

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FGM Architects Inc.

## FGM ARCHITECTS 2020 FIVE YEAR STRATEGIC PLAN

By 2025 FGMA will;

- be on a journey to achieve a net revenue over \$40 million by 2030;
- invest more growth resources outside of Illinois;
- inspire our people to promote and support the FGM Architects brand;
- provide industry-leading training and leadership development programs to our people;
- model diversity, equity and inclusion for the architectural industry;
- live and breathe design thinking as professionals;
- incorporate sustainability, resilience and wellness in all of our work.

# 2020 **FGMA** Strategic Planning Process **WORKGROUPS**

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## FGM ARCHITECTS 2020 FIVE YEAR WORKGROUPS

- FGM Architects will improve FIRM RESILIENCY by achieving our **BUSINESS & FINANCE** goals.
- FGM Architects **MARKETING** will support our VISION.
- FGM Architects will invest in our **PEOPLE**.
- **DESIGN & DELIVERY** will differentiate how FGM Architects BUILDS COMMUNITY.

# 2020 **FGMA** Strategic Planning Process **GOAL STATEMENTS**

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## FGM ARCHITECTS 2020 FIVE YEAR GOAL STATEMENT

FGM Architects will improve FIRM RESILIENCY by achieving these **BUSINESS & FINANCE** goals:

- Increasing net revenues and profitability to promote financial stability.
- Optimizing our leadership structure to support a culture of growth and learning for our talented and diverse staff.

### FGM ARCHITECTS 2020 FIVE YEAR GOAL STATEMENT

FGM Architects **MARKETING** will support our VISION by:

- Creating a consistent, compelling BRAND which reflects our desire to BUILD COMMUNITY.
- Providing our people with the tools to deliver exceptional client-focused service which will be a key DIFFERENTIATOR for our firm.
- Growing our existing client base, pursuing new geographies and markets, and diversifying service offerings.

## FGM ARCHITECTS 2020 FIVE YEAR GOAL STATEMENT

FGM Architects will invest in our **PEOPLE** by:

- Training to create the BEST professional design and support staff.
- Developing LEADERS and exceptional management skills.
- Promoting diversity and INCLUSION at all levels of leadership and staff.

## FGM ARCHITECTS 2020 FIVE YEAR GOAL STATEMENT

**DESIGN & DELIVERY** will differentiate how FGM Architects BUILDS COMMUNITY by:

- Raising the quality, consistency, impact, and efficiency of our design work - design thinking will become the DNA of our thought process while delivery is the method by which we communicate our designs.
- Fully integrating sustainability, resiliency, and wellness into our projects.
- Establishing a strong, design-focused ethos that gives back.