



Strategic Planning

- IUPsyS functions on the basis of a Strategic Plan
- The President coordinates strategic planning and the implementation of strategic priorities in collaboration with the Secretary-General, and together with other Officers and the Executive Committee.
- **IUPsyS Mission:** The “development, representation, and advancement of psychology as a basic and applied science nationally, regionally and internationally” (IUPsyS Statutes, Section 1, Article 5) to serve humanity.



2020-2024 Strategic Plan

- Process of developing the Strategic Plan began during the previous quadrennium.
- Informed by the strategic review process undertaken during that quadrennium which included stakeholder interviews, and a survey of National Members, Affiliates and stakeholders.
- Results of the review informed the development of a high-level concept plan by the Executive Committee that was interrogated by the 2018 Assembly Delegates in order to further guide the development of the Plan.



2020-2024 Strategic Plan

- Five complementary **Strategic Goals** provide a cohesive blueprint that will allow IUPsyS to build on previous accomplishments and meet these goals.
- A dynamic **Action Plan** underpins each of these five areas that will grow and strengthen IUPsyS and realise its mission.

STRATEGIC GOALS

1. Grow IUPsyS' global footprint and impact as a broker / convener of psychological science
2. Engagement with National Members
3. Increase regional activity and engagement
4. Improve the global visibility and profile of IUPsyS
5. Develop IUPsyS' operational capacity and financial underpinnings



Strategic Goal 1

Grow our global footprint and impact as a broker / convener of psychological science to deal with issues of critical importance to the international psychological community and humanity.

ACTION 1

Identify issues of critical importance to the global psychology community and humanity for interrogation and intervention (e.g., actions / advocacy / policy development)

ACTION 2

Convene Forums of Global Leaders to assist IUPsyS in identifying key global issues and priorities for psychology in the service of humanity, as well as how psychology can contribute to the development of public policy

ACTION 3

Engagement with other international organisations and global entities



Strategic Goal 2

Engagement with National Members

ACTION 1

Improve engagement with National Members

ACTION 2

Identify opportunities for National Members to be involved in IUPsyS activities and events

ACTION 3

Capacitate students, emerging psychologists, and youth within our National and Regional Member organizations

ACTION 4

Engagement with Affiliates



Strategic Goal 3

Increase regional activity and engagement to enhance IUPsyS' impact and relevance

ACTION 1

Formation of Regional Members

ACTION 2

Identify and support the establishment of new regional groups



Strategic Goal 4

Improve the global visibility and profile of IUPsyS

ACTION 1

Develop an effective Communications Plan to ensure that IUPsyS is viewed as *Psychology's Global Voice*



Strategic Goal 5

Develop operational and financial underpinnings and capacity to support achievement of IUPsyS strategic priorities

ACTION 1

Identify and set-up an integrated digital platform to support IUPsyS operations which integrates with and / or includes the website, communications and financial platforms, and the Archives.

ACTION 2

Increase capacity and support to implement the Strategic Plan and create a sustainable operational base for IUPsyS

ACTION 3

Establish sustainable funding sources to support achievement of strategic priorities