

# 2024 STRATEGIC PLAN

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## PURPOSE STATEMENT

To elevate the global field of strength and conditioning through education, promotion, and community; facilitating the highest evidence-based practice.

We aim to achieve our purpose through a total commitment to excellence in relation to the profession, strength and conditioning professionals, and the organization.

## THE PROFESSION

Advancing the global profession of strength and conditioning (the occupational roles with a primary focus on improving human performance) through promoting the roles that strength and conditioning plays in performance, highlighting the value of qualified professionals, identifying and responding to the needs of the profession, and facilitating the highest evidence-based practice.

1. Build collaborative partnerships with key organizations at the local, national, and international level that facilitate the continued evolution of the strength and conditioning profession.
2. Build a portfolio of resources that outline the importance of strength and conditioning to human performance and the value of certified strength and conditioning professionals.
3. Build a global community to share, support, inform, celebrate, and communicate the benefits and successes of strength and conditioning professionals globally.
4. Apply strategic approaches to identify and address issues impacting strength and conditioning professionals around the world and to identify and develop potential opportunities for advocacy, education, and knowledge sharing.

## THE PROFESSIONAL

Advancing the strength and conditioning professional as a respected leader (coach/practitioner/educator) who continues their excellence through growth in community, advocacy, and professional development.

1. Increase professional development opportunities, resources, and education.
2. Cultivate a community that advocates both the strength and conditioning profession and fellow NSCA Members whilst fostering supportive professional networks.

## THE ORGANIZATION

Achieving the goals of the strength and conditioning profession and professionals by aligning resources, processes, and efforts.

1. Improve the organizational effectiveness of the NSCA.
2. Increase the visibility and influence of the NSCA.