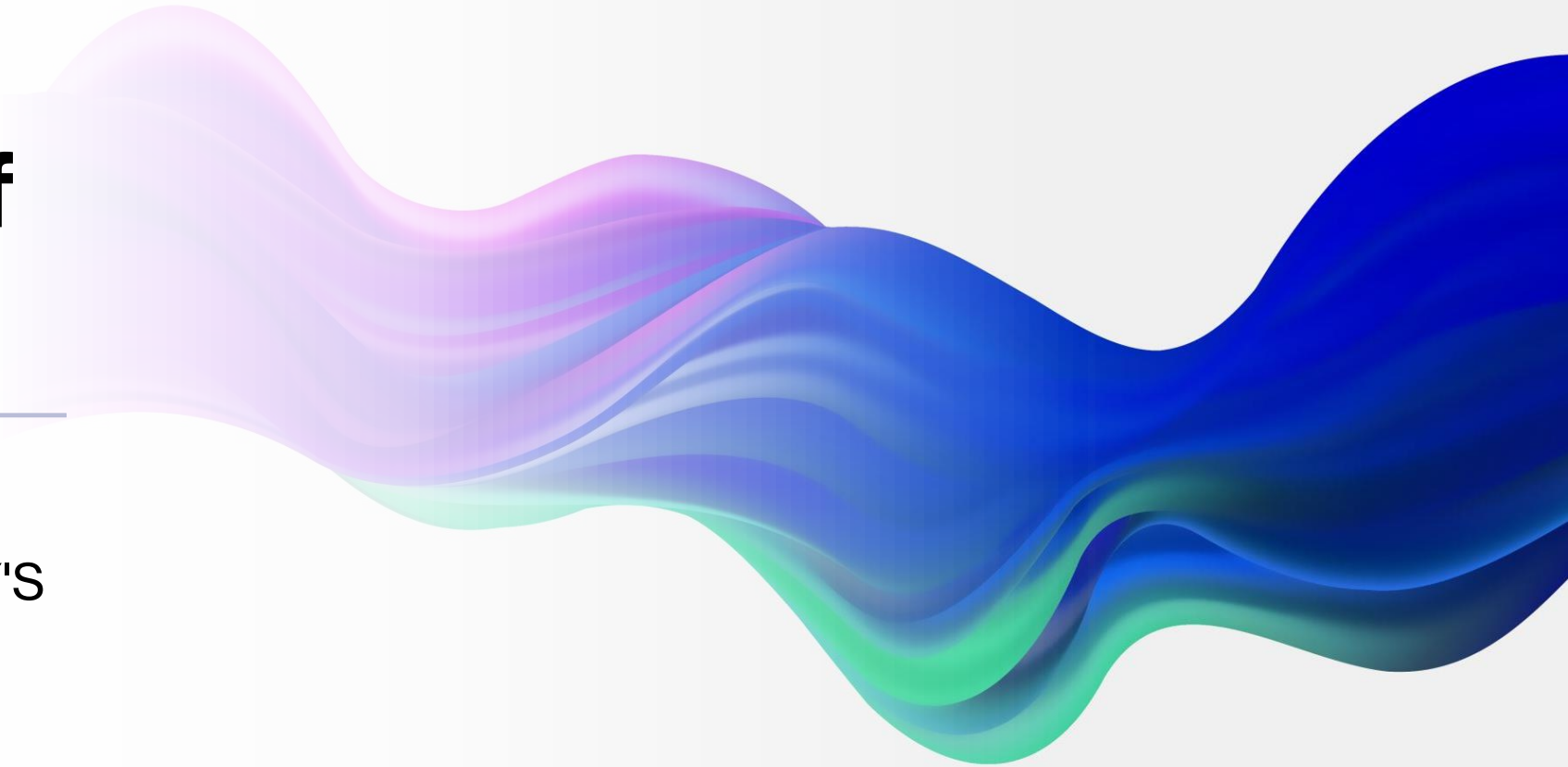




Transforming the International Association of Movers (IAM)

A NEW VISION FOR THE
GLOBAL MOVING INDUSTRY'S
LARGEST ORGANIZATION





Foundations of IAM



Foundations of IAM



Vision



Mission



Values



Strategic Plan

IAM Vision

Moving Your Goods Becomes
The Easy Part



IAM Mission

We strive to be the global champion for the moving industry by advancing the professionalism and operational excellence of our members.



IAM Values

Collaboration

Excellence

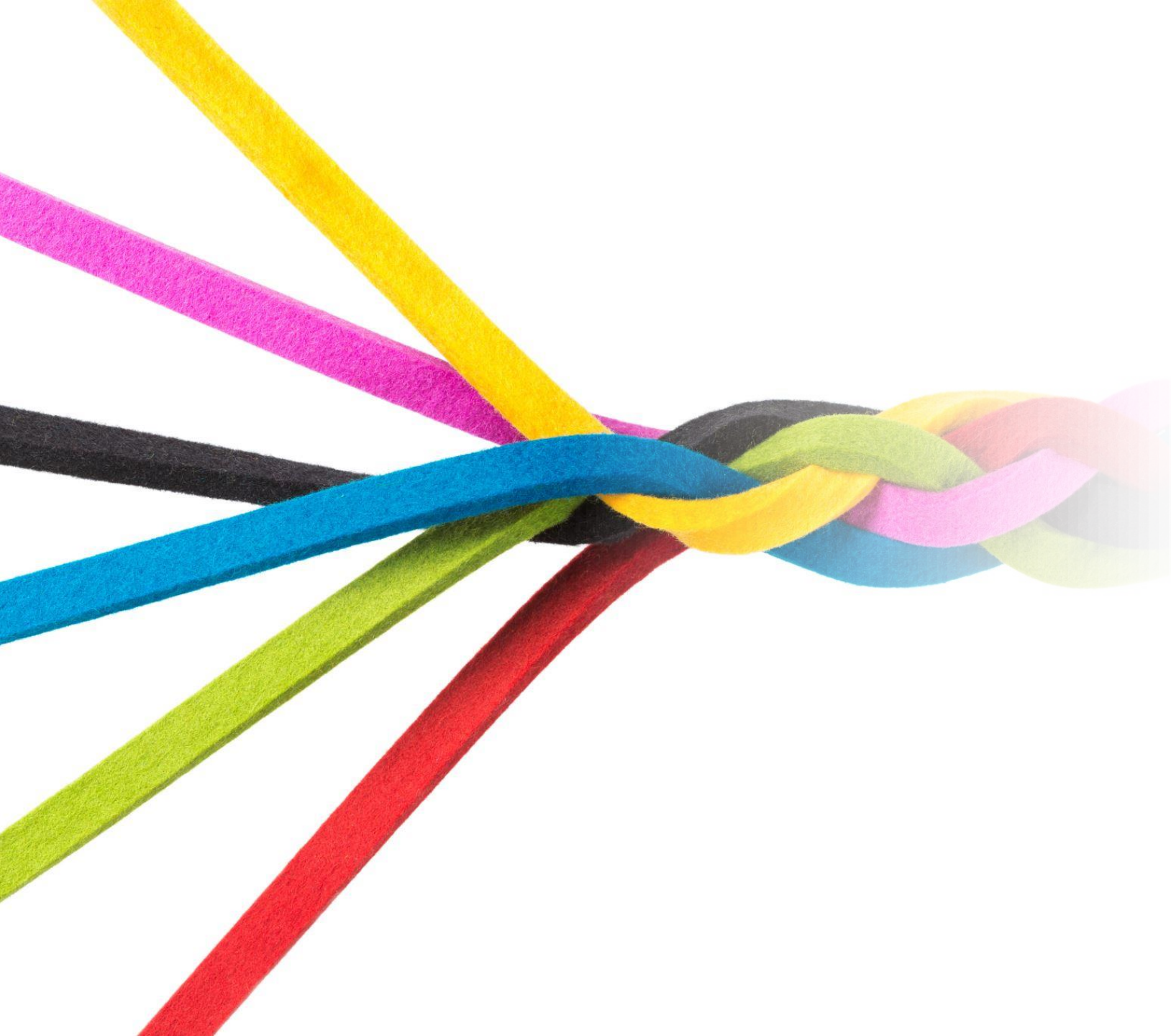
Fun

Inclusion

Innovation

Integrity





Collaboration

We value
teamwork.

Together we are
stronger.

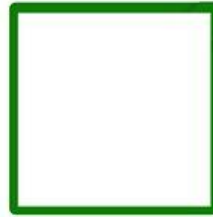


Excellence

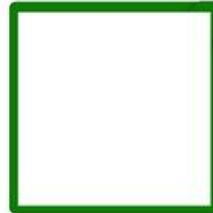
We strive to excel
in every aspect of
our work.



EXCELLENT



GOOD



AVERAGE

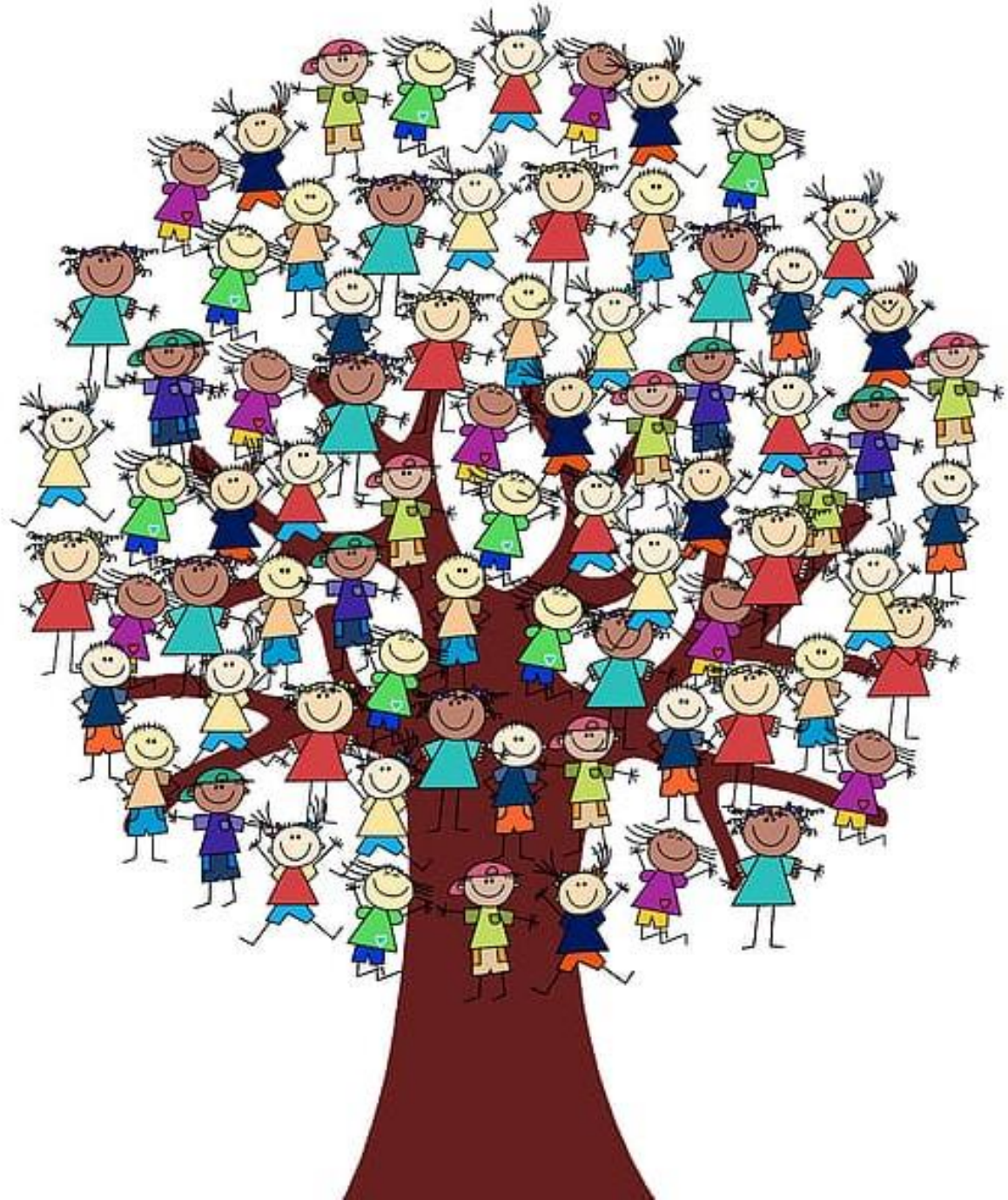
Fun

We enjoy the journey and make sure our team and members feel appreciated and valued.



Inclusion

We celebrate
differences, everyone
is welcome.






Innovation

We think big and never settle. We are not afraid to make mistakes.



Integrity

We stand for what is right and hold ourselves and our members to high ethical standards.



integrity
is doing the
right thing when
no one is
watching



IAM STRATEGIC PRIORITIES

2021-2024



Create a world class experience for members.



Enhance the customer experience by ensuring professional and operational excellence.




Position IAM as the preeminent association for the moving industry.

IAM Strategic Priority # 1

Create a World Class Member
Experience





Strategic Initiative # 1.1

Adapt IAM's membership model, dues structure and bylaws to align with the needs of the industry.



Strategic Initiative # 1.2

Expand and enhance structures and functions that promote meaningful communication between members and customers



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Strategic Initiative # 1.3

Strengthen the governance function to enhance satisfaction, efficiency and effectiveness of volunteer leaders



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IAM Strategic Priority # 2

**Enhance the Customer
Experience by Ensuring
Professional and
Operational Excellence**



Strategic Initiative # 2.1

Develop and enforce industry standards and compliance



Strategic Initiative # 2.2

Provide clear, directional guidance to moving companies on operations best practices





Strategic Initiative # 2.3

Enhance data collection and analytical capabilities to offer market intelligence that enables members to make data-driven decisions to improve their performance





Strategic Initiative # 2.4

Further invest in efforts
to facilitate the
exchange of data for all
industry stakeholders



IAM Strategic Priority # 3

Position IAM as the
Preeminent Association
for the Moving Industry



Strategic Initiative # 3.1

Create member growth in markets with tailored investments in education, technology, advocacy and others as identified



Strategic Initiative # 3.2

Elevate IAM's brand by highlighting and reinforcing membership standards and quality to all global stakeholders



IAM Can't Do It Alone!



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Get Involved in our
Ambitious Plans

Contact me at
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