



International Association of Business Communicators Leadership Institute

IABC

In the fall of 2016, IABC embarked on a year long listening tour. This tour included all eight regions around the world, primarily through their regional conferences. At each stop, we asked attendees, when IABC is at it's best, what value does it bring to you. Those answers formed the vision, purpose, philosophy and value proposition, which were voted on by members in June 2017.

VISION

Professional communicators at the heart of every organization.

PURPOSE

To advance the profession, create connection and develop strategic communicators.

PHILOSOPHY

IABC pledges to:

- **Represent** the global profession.
- **Foster** a diverse community.
- **Focus** on insights and results.
- **Honor** our [Code of Ethics](#).

We will achieve this by being open, contemporary and professional.

VALUE PROPOSITION

IABC is the only global organization connecting me with the people and insights I need to drive business results.





International Association of Business Communicators Leadership Institute

17/20 Strategic Framework

IABC operates on a three-year strategy to maintain continuity as the International Executive Board turns over. The board's responsibility is to serve the members, chapters, regions and the profession at large. How the board serves is by monitoring the financial health of IABC, determining if the association is offering the right programs to grow strategic communicators, monitoring the performance of the association and determining the best way to finance the organization.

Below is the framework for our current strategic plan. All chapters and regions are encouraged to [align their programs](#) with it and grow communicators in our profession.



ADVANCE PROFESSION

Advance awareness of communication as a strategic leadership function, demonstrating its impact on business performance.



CREATE CONNECTION

Create global peer connections, facilitating ways for practitioners to interact and support each other.



DEVELOP STRATEGIC COMMUNICATORS

Develop opportunities for learning, leadership and recognition to help communicators become trusted business advisers.





International Association of Business Communicators Leadership Institute

Leader Centre

Don't reinvent the wheel: Find resources to help streamline your chapter management processes in the Leader Centre. Here are a few highlights of what you'll find at iabc.com/leader-centre.

RUN YOUR CHAPTER

Find resources, tools, and templates that will make managing your chapter easier.

CONNECT

Collaborate with fellow IABC leaders by joining our Basecamp groups for chapter president's, vice presidents of membership, and vice presidents of programs. Request access to the group that fits your leadership role by completing the form in Leader Centre. Plus, you'll also be able to access and join the Chapter Leaders LinkedIn group.

LEADER LETTER ARCHIVE

Revisit past communication for insights, helpful information and important links.

CHAPTER MANAGEMENT AWARDS

Everything you need to know to write a winning entry and prepare for your moment in the spotlight! A list of past winners and their winning work plans are online, too.

LEADERSHIP INSTITUTE

Stay informed about what's coming up at the annual Leadership Institute. Updates are added year-round as new information is made available.



International Association of Business Communicators Leadership Institute

How to Stay Informed

IABC.COM

Our website is a comprehensive resource for everything you need to know about IABC – including events and both association-related and industry news.

WEEKLY DIGEST

This email update for all members highlights timely news, upcoming events, resources, professional development opportunities and more.

MONTHLY LEADER LETTER

Watch for this monthly email just for leaders—and visit the archive on Leader Centre for more useful information.

QUARTERLY REPORT

A round-up of achievements and updates from IABC headquarters. This report includes updates from the chair, executive director, and some of IABC's committees and task forces.

LEADER CENTRE

Important updates for IABC leaders are posted on the Leader Centre homepage.

IABC CHAIR'S BLOG -- iabcchair.com

The official blog of IABC's Chair, aims to create connection like never before.

Stay Connected

See *Join the Conversation* for easy ways to follow timely conversations that matter – and join right in.



International Association of Business Communicators Leadership Institute

Join the Conversation

Want to make the most of your IABC leadership position?

Participate in timely conversations. Be visible! Follow @IABC on Twitter for updates. We have 26,000 followers – are you one? Share your IABC leadership experience by using the hashtag #WeLeadIABC.

Follow your regions and other chapters around the globe, too. And don't forget the IABC #CommChat on Wednesdays at 9am Pacific time!

See content you like? Retweet or favorite.

STAY ENGAGED

Share your short reads, #longreads, resources and insights in the run-up to events – and add hashtags to weave in deeper, more enduring insights and experiences.

Broaden the conversation. Add other popular hashtags to widen your reach, like these:

#comms #socialmedia #engagement #strategy #PR #HR #commsstrategy #copyediting #usability #WebWriting #analytics #Leadchange #leadership #contentstrategy #digitaltransformation #social-skills #digitalcomms #mentoring #bestpractice #IABC17 #CreateConnection #MyIABC #IABC #IABCgq #IABCieb #WeLeadIABC #IABCLI

IABC'S PRIVATE SOCIAL NETWORK

IABC's new private social media network is coming soon! Stay tuned for more information.

LINKEDIN

Chapter Leaders Group (private). Connect and share with other chapter leaders around the world.

IABC Group (public)

More than 40,000 professionals regularly turn into discussions on our IABC LinkedIn group.

IABC Company Page

Find some of the latest news and resources like Communication World (CW) articles.

BASECAMP

There are online collaboration Basecamp groups for chapter presidents, vice presidents of Programs, and vice presidents of membership. Use this platform to connect with other chapter leaders to share best practices. Request access to any of the groups by emailing leader_centre@iabc.com.

OTHER WAYS TO ENGAGE?

Blog about #comms topics and share IABC content online. See "How to Contribute to CW" \ to really up your game.



International Association of Business Communicators Leadership Institute

Contribute to Communication World

IABC's content addresses
a wide range of topics of interest
in communicators of all levels
and specialties.

Editorial and advertising calendar 2018

Issue	Topic	Assignment deadline*	Copy deadline	Ad materials deadline
January	Top innovations and technologies in communication: What to expect in the year ahead Technology continues to change the nature of how organizations communicate, from how we frame the message to the expectations of audiences. Developments in artificial intelligence, voice search and virtual reality are changing how communication professionals build relationships with customers.	28 Nov 2017	16 Dec 2017	22 Dec 2017
February	The erosion of trust in organizations and how to combat it With trust in institutions like business, media and government in steep decline, communication professionals can help turn the tide. In this issue, learn how to make the case for allocating resources to trust-building, and how to combat false narratives, including	16 Dec 2017	12 Jan	19 Jan

Contribute to CW

For upcoming topics and deadlines, see our editorial calendar.

CONTENT GUIDELINES

Communication World (CW), the digital magazine of the International Association of Business Communicators (IABC), is a monthly must-read publication for communication professionals worldwide. CW covers best practices and insights from today's brightest communication thought leaders. Feature stories analyze emerging trends in organizational communication, highlight current research and case studies, and/or provide helpful tips and tactical advice for communication professionals on a wide range of timely topics.

CW Observer is a weekly supplement to CW magazine that shares communication innovations, insights and perspectives from guest bloggers and staff, along with highlights of IABC social media discussions.

Content published by IABC must adhere to and align with:

- IABC's Code of Ethics for Professional Communicators

Our Content Guidelines
tell you how to submit your work
to be considered for publication.
See the Editorial Calendar for
upcoming topics and deadlines.

CW.IABC.COM/CONTRIBUTE-TO-COMMUNICATION-WORLD/



International Association of Business Communicators Leadership Institute

All About Excellence

IABC GLOBAL STANDARD

Our research shows that communication professionals around the world embrace a shared career purpose and six core principles as the building blocks of their work.

Informed by our passion for engaging audiences with strategic communication, our purpose and principles lead to the formation of a Global Standard.

CAREER PATHS

In line with the Global Standard, there are four career paths for the communication professional.

IABC's key target audience is the Strategic Adviser level.

THE IABC ACADEMY

The IABC Academy is the brand for all professional development programs at IABC. Offerings are aligned with the Global Standard and the certification programs from the Global Communication Certification Council (GCCC.)

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1. ETHICS
 2. CONSISTENCY
 3. CONTEXT
 4. ANALYSIS
 5. STRATEGY
 6. ENGAGEMENT

-
1. FOUNDATION
 2. GENERALIST/
SPECIALIST
 3. STRATEGIC
ADVISER
 4. BUSINESS
LEADER

QUESTIONS?

Read more: iabc.com > Professional Development



International Association of Business Communicators Leadership Institute

Certification

The Global Communication Certification Council (GCCC) currently offers two levels of certification:

Communication Management Professional (CMP) – for the generalist, specialist and other business communicators established in their careers as managers and looking to demonstrate their competence.

Strategic Communication Management Professional (SCMP) – for highly skilled business communicators practiced in providing communication advice and counseling to an organization's leadership.

Learn more about certification and submit your application at <http://gccouncil.org>.

WHY BECOME CERTIFIED?

As a business communicator, professional certification can elevate your career and help keep your skills fresh and applicable. It provides a great opportunity to demonstrate your knowledge and expertise. And it could help you land your next big opportunity or perform at a higher level in your current role.

VISIT <http://gccouncil.org/about-gccc-certifications/graduates/> to see which of your IABC colleagues are now CMPs or SCMPs!





International Association of Business Communicators Leadership Institute

IABC Fellows

Selection as an IABC Fellow is the highest honor IABC can bestow upon one of its members. The designation is considered a professional lifetime achievement award. It is given to recognize IABC members who have continually made an outstanding contribution to the communication profession, through exemplary achievement within their own organization and through unselfish service to IABC and its members.

IABC Fellow Designation

What is an IABC Fellow?

The IABC Fellow designation is the highest honor we bestow on our members. Becoming a Fellow denotes a body of achievement by a communicator who has had a significant impact not only on her or his organization and IABC, but also on the communication profession at large.

Only 85 of the world's top leaders have earned this superlative designation. It is considered by IABC to be the lifetime achievement award for the industry.

The criteria for Fellow nominations:

1. Contribution to the communication profession
2. Career achievement
3. Authorship, speaking and lecturing
4. Contributions to the community

Want to know more about the Fellows program and learn about which of your IABC colleagues are IABC Fellows?

Visit: <https://www.iabc.com/professional-development/awards/fellowaward/>



International Association of Business Communicators Leadership Institute

IABC Brand

A brand toolkit is available on Leader Centre with plenty of helpful resources to assist your chapter in moving to IABC's look and feel.

IABC'S BRAND VALUES

IABC's shared values are principles that help define the culture and behavior of an organization and its members. The values define what makes our association unique, but also allow us to build further on these strengths.

- **We represent** the global profession.
- **We create** connection.
- **We are** a diverse community.
- **We focus** on insights and results.

OUR BRAND PERSONALITY

We are:

Accessible – collaborative, supportive, consultative

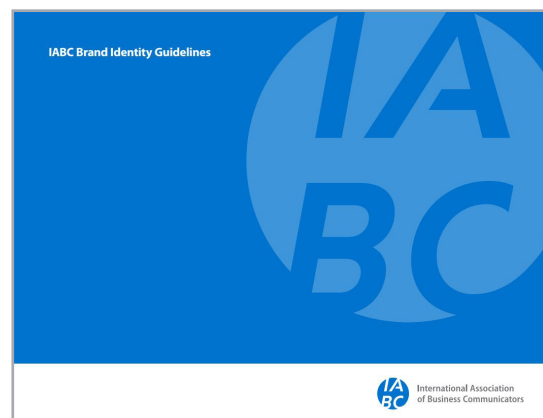
Open – transparent, direct, open-minded

Lighter – fun, friendly, welcoming

Contemporary – current, leading-edge

Professional – effective and efficient

IABC's tone of voice is human, open, confident and professional.





International Association of Business Communicators Leadership Institute

IABC Code of Ethics

PREFACE

As a professional communicator, you have the potential to influence economies and affect lives. This power carries with it significant responsibilities.

As a professional association, the International Association of Business Communicators must show due diligence in enforcing the sound, ethical and legal judgment of our members in your professional decisions, actions and consultations.

Therefore, IABC requires its members – and encourages its professional colleagues and those in allied professions who are not members – to be thoughtful about and exhibit ethical behavior in all aspects of professional decisions, actions and consultations.

The purpose of IABC's Code of Ethics is to proactively guide members regarding consistent, responsible, ethical and legal communications.

IABC'S ETHICS STANDARDS

1. ***I am honest***—my actions bring respect for and trust in the communications profession.
2. ***I communicate accurate information*** and promptly correct any errors.
3. ***I obey laws and public policies***; if I violate any law or public policy, I act promptly to correct the situation.
4. ***I protect confidential information*** while acting within the law.
5. ***I support the ideals of free speech***, freedom of assembly, and access to an open marketplace of ideas.
6. ***I am sensitive to others'*** cultural values and beliefs.
7. ***I give credit to others for their work*** and cite my sources.
8. ***I do not use confidential information*** for personal benefit.
9. ***I do not represent conflicting or competing interests*** without full disclosure and the written consent of those involved.
10. ***I do not accept undisclosed gifts or payments*** for professional services from anyone other than a client or employer.
11. ***I do not guarantee results*** that are beyond my power to deliver.

IABC ETHICS IN PRACTICE

As IABC requires its members to embrace this code of Ethics in all professional dealings and is prepared to support its members regarding professional ethics issues.

IABC requires that all members sign the following statement as part of the application and renewal processes: "I have reviewed and understand the IABC Code of Ethics for Professional Communicators."

IABC reserves the right to terminate membership privileges for any member found guilty of violating laws and public policies governing their professional activities.

The IABC Code of Ethics for Professional Communicators is freely available to all: Permission is hereby granted to anyone wishing to copy and incorporate all or part of the IABC Code into their own personal or corporate codes, with appropriate credit given to IABC.

IABC ETHICS COMMITTEE

The Ethics Committee offers advice and assistance to communicators regarding specific ethical situations and assists with professional development activities dealing with ethics. They agree to strict Conflict of Interest and Confidentiality guidelines.

The Ethics Committee members:

- Are IABC members with long-standing credentials in and service to the profession
- Are nominated in an open process
- Are interviewed and selected by the IABC Executive Committee
- Serve staggered two-year terms

FOR ASSISTANCE WITH ETHICAL ISSUES

Inquiries about professional ethics and questions or comments about the IABC Code may be addressed to current members of the IABC Ethics Committee, as listed on IABC.com. While discretion is paramount in the confidential handling of all inquiries about ethics, absolute confidentiality cannot be guaranteed. Ethical concerns that involve violation of law will be referred to the appropriate legal authority(ies). **You may also contact IABC world headquarters, where you will be referred to the current Ethics Committee chairperson.**



International Association of Business Communicators Leadership Institute

Awards

CHAPTER MANAGEMENT AWARDS (CMAS)

The Chapter Management Awards (CMAs) are celebrated each year during the annual Leadership Institute. Entries are submitted between October and December of each year, and the International Chapter of the Year from the previous year serves as the evaluator. While entries can be submitted from October through December, many chapters find success in planning for the CMAs throughout the year.

CMA categories:

- Communication Management
- Community Involvement
- Event Management
- Financial Management
- Leadership Development
- Membership Marketing
- Professional Development
- Sponsorship
- Student Involvement
- Strategic Planning

Chapters can submit entries based on chapter's division:

- Division 1: Large chapters (201 or more members)**
- Division 2: Medium chapters (76 to 200 members)**
- Division 3: Small chapters (15 to 75 members)**

Entries that are scored between 5.25 and 5.74 on a scale of 7 receive a Merit Award and entries scored between 5.75-7.0 receive an Excellence Award.


Chapters can use the categories above as inspiration when planning their programs and chapter management for the year ahead. The CMAs are a great way to have your chapter recognized for its outstanding efforts and share your chapter's best practices with other leaders! Check out the CMA page on Leader Centre for complete details about the CMA program and to view samples from winning chapters!

GOLD QUILL AWARDS

For more than 40 years, IABC's Gold Quill Awards have recognized and awarded excellence in strategic communication worldwide. Gold Quill is the only awards program that honors the dedication, innovation and passion of communicators on a global scale.

Recognizing member accomplishments is one of the best ways to add value to an IABC membership, and is a great way to engage members of your chapter. Each year we create a toolkit for chapter leaders to support the promotion of the Gold Quill Awards program. The toolkit can be found in the Resources section of Leader Centre and includes sample tweets, case studies and more.

Encourage your chapter members to have their work recognized and increase their engagement with IABC.





International Association of Business Communicators Leadership Institute

About the IABC Foundation

The IABC Foundation is a charitable, 501(c)(3), not-for-profit supporting corporation. The mission of the IABC Foundation is to generate resources to fund and support strategic initiatives in line with IABC's purpose and to demonstrate the power of professional communication as a force for good in business and society. Over the years, the Foundation has supported both small and large projects, moving the profession forward through research and education.

The Foundation focuses on driving communication as a force for good in business and society through the following four pillars:

Gift of Communication – providing the tools and funding for chapters to give back to their local communities

Gift of Experience – investing in experience-gaining activities for the next generation and those in transition through various channels which may include scholarships, internships, mentoring and more

Gift of Excellence – supporting certification of professional communicators around the world

Gift of Insights – providing grants for targeted research that results in case studies, white papers or other publications supporting member needs and IABC thought leadership.

CURRENT FOCUS AND FUTURE PLANS:

Contributions received in fiscal year FY'2018 will go toward the development of the Four Pillars with emphasis on providing professional development scholarships, grants and activities for next generation of communicators and those in transition. In addition, the Foundation supports the Gift of Communication at local and chapter levels.

Other developments are underway to enhance the role of the Foundation and help IABC achieve its goal of providing communication, experience, excellence and insights for all our members.



International Association of Business Communicators Leadership Institute

Members-only benefits

Watch monthly free-to-members webinars on a variety of topics.

Access valuable case studies and 80 top Gold Quill Award-winning work plans from 2013-2016 to help you keep up with the rapidly changing field of business communication.

Get professional development on your schedule with 20 webinar recordings on topics like employee-generated video, building your communication career, and what the media really want from you. Plus, get a members-only discount on all workshops offered through IABC Academy.

Watch member-only videos, including interviews with experts and how-to instruction on topics like gamification and writing for the 21st-century reader.

Download IABC's e-books, free for members: Give Voice to What Unites Us, by Sheri Rosen, ABC, IABC Fellow and Managing the Communication Function, 3rd edition, by Diane Gayeski, Ph.D. •

Connect with other business leaders through your chapter and region to build a network of people that help you address your most pressing challenges.

AND DON'T FORGET –

as an IABC member, you always have exclusive free access to valuable content on www.iabc.com and the Communication World magazine website.