Strategic Plan 2026 - 2028

# CPHR Alberta

**CHARTERED PROFESSIONALS IN HUMAN RESOURCES** 

#### INTRODUCTION

This strategic plan represents a renewed commitment to advancing the Human Resources (HR) profession across our region. Led by our Board of Directors and developed in close collaboration with our operations team, the plan reflects a thoughtful and inclusive process grounded in member feedback, market research, and alignment with the priorities of CPHR Canada.

Through member surveys and ongoing dialogue, we gained valuable insights into the evolving needs of our community. These perspectives helped shape our strategic priorities, ensuring they are both responsive and forward-looking. Our goal was to create a plan that not only supports our members today but also positions our organization to lead with impact in the years ahead.

This document outlines our redefined vision and mission, our organizational values, and the strategic priorities that will guide our work over the next three years. Together, they form a foundation for meaningful progress and continued excellence in HR leadership.

#### **VISION**

# Elevating HR leadership. Shaping resilient workplaces. Leading the future of work.

We envision a future where HR professionals are recognized as business leaders grounded in expertise, guided by people-first principles, and leading organizational performance.

## **MISSION**

#### Advancing HR through community, collaboration and leadership.

To cultivate a collaborative community of HR professionals, positioning them as strategic leaders who drive organizational performance, foster innovation, and shape inclusive, future-ready workplaces. Through strong governance and shared learning, we advance a credible and trusted profession in service of the public interest within our jurisdiction.

#### **VALUES**

These values guide how we lead, govern, and serve our members and the HR profession across Alberta, the Northwest Territories, and Nunavut.

- Member-First Philosophy We prioritize the needs, growth, and success of our members—ensuring they are supported, heard, and empowered in every aspect of our work.
- **2. Integrity** We act with honesty, transparency, and accountability— upholding the highest ethical standards to protect the public and elevate the HR profession.
- **3. Inclusive Leadership** We lead with empathy, courage, and authenticity—creating space for diverse voices and driving meaningful impact.
- **4. Excellence** We champion high standards, continuous learning, and professional growth to strengthen HR leadership and organizational success.
- **5. Collaboration** We foster open dialogue and embrace diverse perspectives to build connection and shared purpose—working together to advance the HR profession and support our members.
- **6. Responsible Stewardship** We operate with transparency and accountability—ensuring our decisions reflect the best interests of our members and the profession.

#### STRATEGIC PRIORITIES

Our strategic priorities reflect the core areas of focus that will guide our work over the next three years. Rooted in member insight and shaped through collaborative planning, these priorities are designed to elevate the HR profession, strengthen our community, and deepen member engagement across our jurisdiction. Each priority supports our mission and values, and positions CPHR Alberta to lead with purpose in a rapidly evolving workplace landscape.

# **Influence and Visibility of the HR Profession**

Advance the recognition of the CPHR designation as the benchmark for excellence in HR.

Position CPHRs as trusted experts and organizational leaders by actively engaging with employers, policymakers, academic institutions, and the public to shape conversations on emerging workplace trends and policy issues. Strengthen the profession's reputation as a strategic driver of organizational success by showcasing the impact of HR leadership.

# **Future-Ready HR Community**

Foster a vibrant, connected HR community through professional development, innovation, and shared learning.

Support members at every stage of their careers with accessible, future-focused programs, leadership opportunities, and meaningful connections. Leverage technology, data, and applied research to deliver innovative learning experiences and position CPHR Alberta as a hub for excellence in HR practice and community engagement.

### **Member Engagement and Community Connection**

Strengthen member engagement through personalized, chapter-based support and inclusive community building that reflects the unique needs, regional dynamics, and economic contexts across our jurisdiction.

Deliver regionally tailored services, foster meaningful relationships, and cultivate an ecosystem of collaboration—connecting chapters, post-secondary institutions, and the business community to promote recognition, belonging, and shared growth.