



CBA  
ABC

# STRATEGY

2022-2027

# Strategic Direction for CBA

## Our Vision

*We are the essential ally and advocate of the legal profession and guardian of the rule of law. Our members are passionate about their Association: the good it brings to their lives and to the world. Staff and volunteers are inspired to exceed members' expectations every day.*

## Our Mission

- To improve the law
- To improve the administration of justice
- To improve and promote access to justice
- To promote equality in the legal profession and the justice system
- To improve and promote the knowledge, skills, ethical standards and well-being of members of the legal profession
- To represent the legal profession nationally and internationally
- To promote the interests of the members of The Canadian Bar Association



# Our Strategic Pillars

## Meet Our Members' Needs

We understand the changing nature of our members' needs and will develop innovative, world-class content, tools, training, events, and resources for the benefit of our members.

## Promote Equality and Justice

We will defend the interest of the legal profession and promote equality and justice, in Canada and around the world.

## Expand Our Membership

We will ensure that the CBA is relevant to those we represent and those who want to join our Association by investing in the next generation of lawyers and diversifying our membership base.

## Enhance Our Internal Cohesion

We will enhance the ability of the CBA and its entities to collaborate to sustain the CBA's mission, vision, and strategic pillars.



# Meet Our Members' Needs

*We understand the changing nature of our members' needs and will develop innovative, world-class content, tools, training, events, and resources for the benefit of our members.*



# Meet Our Members' Needs

## Case for Change

- An increase in competitive offerings has impacted the CBA's market share which has led to a decline in membership and revenue
- The practice of law is evolving, and lawyers need the right tools and resources to increase efficiency and value in order to practice to their best ability

## Strategic Actions

- The CBA will identify member needs through strategic intelligence
- The CBA will evaluate and adjust its existing offerings to meet the changing needs of our members
- The CBA will assess member advantages to meet member needs
- The CBA will leverage technologies to communicate and deliver value to our members



# Expand Our Membership

*We will ensure that the CBA is relevant to those we currently represent and want to join our Association, including by investing in the next generation of lawyers and diversifying our membership base.*



# Expand Our Membership

## Case for Change

- To remain relevant and attract new members, the CBA has to become more innovative and diverse
- In an evolving and competitive market, the CBA must attract young and diverse members to grow its membership base

## Strategic Actions

- Based on strategic intelligence, the CBA will develop a communication strategy to leverage CBA stories to stay top of mind with our members, key stakeholders and to attract new members
- The CBA will align its messages and offerings to a new generation of lawyers
- The CBA will differentiate itself from competing organizations
- The CBA will leverage its partnerships with other organizations to mitigate competitive threats



# Promote Equality And Justice

*We will defend the interest of the legal profession and promote equality and justice, in Canada and around the world.*



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# Promote Equality And Justice

## Case for Change

- The CBA needs to advocate on issues that will advance the profession and ensure it is top of mind with key stakeholders and decision makers
- The CBA needs to promote equality, diversity and inclusion in the legal profession and the justice system

## Strategic Actions

- Leverage our good will and position the CBA as the leading voice of the profession on all issues affecting the legal profession
- Enhance the image and credibility of the CBA and the legal profession by increasing engagement with government and the media

# Enhance Our Internal Cohesion

*We will enhance the ability of the CBA and its entities to collaborate to sustain the CBA's mission, vision, and strategic pillars.*



# Enhance Our Internal Cohesion

## Case for Change

- In an evolving and competitive market, the CBA needs to create a culture and environment that allows it to effectively attract and retain members
- The CBA must assess and streamline business lines and activities to avoid duplication and increase efficiency

## Strategic Actions

- To achieve its vision and support the strategic pillars, the CBA will clarify roles and responsibilities between National Office and Branches
- The CBA will draw lessons from its operational review
- The CBA will leverage its governance and other engagements, such as the Leadership Forum, to enhance internal cohesion among its various entities



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