



Leadership Institute  
OF ACADIANA

# Strategic Plan 2021-2023

Adopted December 16, 2020



# Strategic Planning Process

Since 1987, the Leadership Institute of Acadiana (LIA) has distinguished itself as the region's premier leadership organization. Connected by their commitment to serving the community, LIA's graduates can be found taking action in board rooms, public office, corporate leadership, and area neighborhoods. LIA's work to convene, build, and activate leaders has never been more urgent or critical to the region's well-being than at the present.

In 2020, the Leadership Institute of Acadiana embarked on a year-long strategic planning process. Leveraging survey data, personal interviews, and roundtables, LIA engaged diverse stakeholders across the region to examine its strategic direction and community impact. The results of the outreach are presented in this three-year strategic plan. Using our 2030 vision as a north star, we outline our three strategic imperatives and the guiding principles that will guide our work as we develop leadership that prioritizes impact.

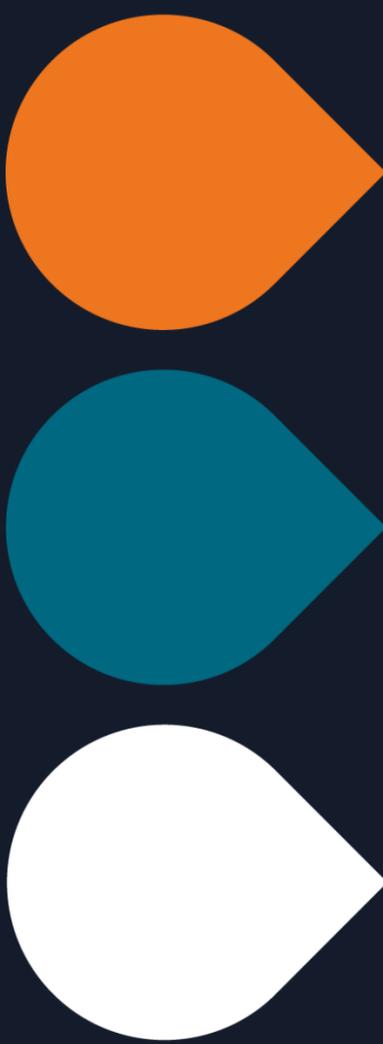
**Thank you to the board of directors, staff, volunteers, and stakeholders involved in the development of this three-year plan.**



# 2030 Vision

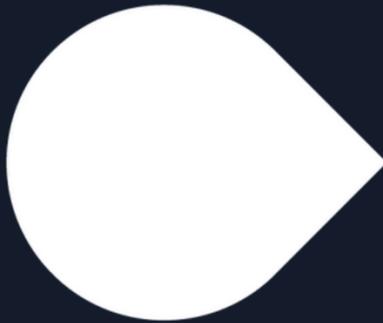
For over three decades, the Leadership Institute of Acadiana has developed leaders that are a catalyst for change. Building on our strong foundation, we aspire to strategically and sustainably grow over the next decade to expand our reach to significantly more leaders through new, innovative programs and initiatives.

LIA will continue to be the partner-of-choice in leadership development by preparing a diverse and robust network of leaders that work collaboratively for a thriving, equitable region. Through collaborations, community awareness, and civic engagement, we will unite leaders to take action.



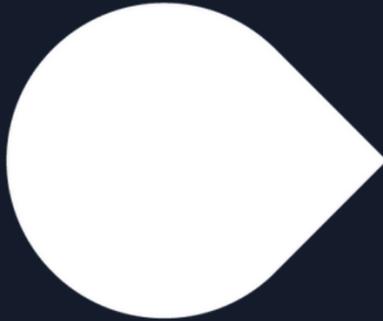
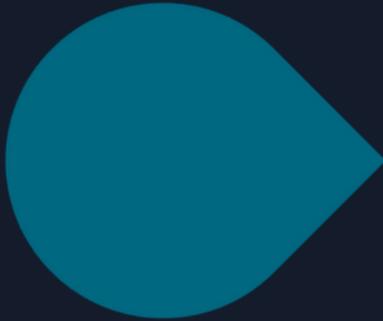
# What Success Looks Like

- LIA's programs are reliably inclusive, create a sense of belonging for diverse audiences, and are responsive to the needs of the community.
- We meet leaders where they are by offering a year-round continuum of leadership and civic trainings leveraging both in-person and virtual learning. Leaders of all backgrounds can find their entry-point into LIA and have a roadmap for continued development through LIA's programs and services.
- We serve as a neutral convener and facilitator, bringing together community members to have meaningful dialogue about critical regional issues, in a trusted nonpartisan space.
- Our impact goes beyond individual leadership development—by building both a participant's leadership capacity and their network, we activate leaders to become engaged change-agents in their own neighborhoods, communities, and workplaces.



# What Success Looks Like

- We have optimized our technology infrastructure making it easier for our members and community stakeholders to connect and interact with ease. (member database, speakers bureau, board, and volunteer openings, etc.)
- We engage a broader base of customers by leveraging the demand for skills-based leadership development and custom-tailored services to address a variety of organizational and workplace needs.
- We consistently exhibit strong leadership and expertise within the national, state, and local leadership sector.



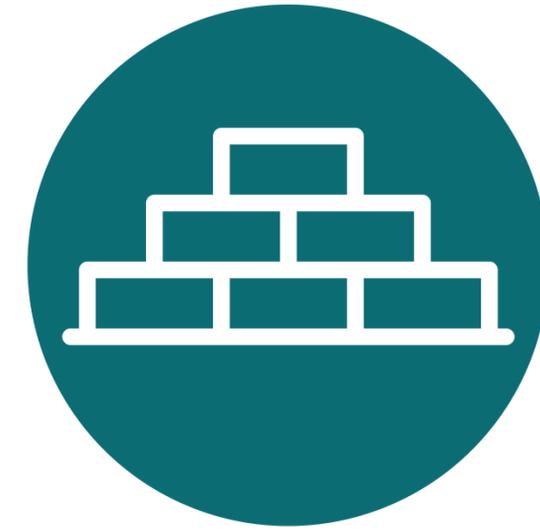
# LIA's Strategic Imperatives



**Activate and equip  
more people to  
lead.**



**Cultivate connections  
and pathways for  
leaders to build a  
better community for  
all.**



**Strengthen  
organizational  
sustainability to  
meet current and  
future needs.**



# Activate and equip more people to lead.

**Increase access to leadership opportunities and professional development.**

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- Grow tuition assistance funds across our full program portfolio.
- Increase diversity and quantity of participants served by providing a continuum of development opportunities within LIA.

**Design and deliver programming that creates a sense of belonging and resonates with diverse audiences.**

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- Incorporate diversity, equity, and inclusion principles into programming and member engagement.
- Ensure diverse representation amongst speakers, facilitators, and volunteer leaders.
- Sustain commitment to diversity by assessing and implementing curriculum that reflects the changing demographics in our region.

**Leverage the demand for leadership development and LIA's unique expertise to broaden our reach.**

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- Optimize the composition of LIA's program and event portfolio, growing best in class offerings that are relevant and inclusive.



# Cultivate connections and pathways for leaders to build a better community for all.

**Leverage our robust network and create intentional pathways for all program graduates.**

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- Engage a diverse pool of leaders, including non-traditional leaders, in continuing civic engagement and community contribution opportunities
- Track, publicize, and celebrate program graduates' professional accomplishments and notable community impacts.
- Increase and improve communications with program graduates; increase graduate participation in LIA's ongoing events and civic initiatives.

**Expand our role as a bridge-builder and community convenor.**

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- Bring together disparate and competing voices to the table with the common interest of improving the well-being of the community.
- Maintain supportive public, private, and nonprofit partnerships that deepen our impact and expand our influence.

**Increase opportunities for program participants to drive positive change on community issues.**

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- Produce strategic leaders who address challenging and complex challenges in their own communities and workplaces.



# Strengthen organizational sustainability to meet current and future needs.

**Increase the diversity and scale of LIA's revenue to support the organization's mission.**

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- Establish the infrastructure needed to sustain and expand LIA's development activities, donor stewardships, and grant pursuits.
- Increase operating and program revenues from diverse funding streams.
- Strengthen board and graduate involvement in LIA's fund development activities.

**Elevate our brand and thought leadership.**

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- Heighten organizational visibility, reputation, and credibility by clearly articulating LIA's value proposition and community impact.
- Define and promote characteristics of effective leadership; communicate how LIA's programming and training elevates effective leadership.

**Invest in and strengthen the organization's leadership.**

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- Support a culture that allows for a highly engaged board.
- Improve volunteer and board onboarding to strengthen engagement and retention.
- Develop a strategic staffing plan to ensure the organization's capacity.



# Guiding Principles for the 2021-2023 Strategic Plan

LIA is cultivating leadership to bring about meaningful impact on our community's most pressing issues. These guiding principles will guide our work as we develop leadership that prioritizes impact.



## Community Impact

We are solutions-oriented and inspire leaders to become change-agents in their own communities.



## Collaboration

We can do more together. We build, support, and encourage collaboration and partnerships to solve complex community problems.



## Diversity

We believe that community is strengthened by diversity. We embrace and value leaders with diverse backgrounds, experiences, and contributions.



## Inclusion & Belonging

We aspire to design spaces where everyone feels included, valued, and respected.



## Courageous Discourse

We aspire to build a culture that fosters relationships, trust, and civility. We embrace talking about the “elephants” in the room in order to address our community's most thorny and complex challenges.



# CONTACT US



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