



MISSION: CAPIC leads, connects, protects, and develops the profession, serving the best interest of its members.

VALUES:

- Respect We are a diverse and inclusive organization that respects and values all individuals.
- Professionalism We are effective and efficient in our work providing quality results and make proper use of the diverse skill sets of members and employees.
- Positive, Inspiring and Creative Environment We are passionate and determined in our work and use positive thinking and creative problem-solving skills.
- Integrity We conduct ourselves ethically with honesty and fairness in all actions and decisions.
- Transparent and accountable We provide to our members CAPIC guidelines, policies, and important decisions on our website, and are responsive to relevant member information needs.

VISION: CAPIC will be the sole voice for RCIC's, shaping policy, setting high standards and enhancing professional recognition through innovation, technology, and advocacy.

CORE GOALS

- Financial stability based on risk mitigation strategies
- Highly acknowledged competency by public and stakeholders
- Excellence in CPD & Information Resources
- Comprehensive Canada-wide lobbying
- High-Performance organization using Corporate Governance principles
- Consistent, large membership
- High level of member satisfaction

CRITICAL SUCCESS FACTORS

- Low membership, competition, taking significant risks
- Low-quality performance by CAPIC and/or members
- Low-standard, irrelevant, regressive delivery
- Uncoordinated, lack of manpower, missing expertise
- Insufficient, incompetent, unambitious staff & directors
- High costs for members, low CAPIC marketing efforts
- Low membership value, lack of communication about efforts and successes, bad performance of CG 2 to 5

