

STRATEGIC PLAN 2026-2028

Building from Strength. Extending impact.



PILLAR 1

Excellence in Member Experience

- Deepen Peer Engagement Through Conference Innovation
- Create Strategic Connections Across Convenings
- Protect & Elevate Core Member Value

PILLAR 2

Year-Round Member Engagement & Support

- Extend Engagement Between Conferences
- Support New & Emerging CEOs
- Leverage Technology to Enable Connection

PILLAR 3

Brand, Voice & Thought Leadership

- Clarify & Strengthen Brand Identity
- Expand Thought Leadership & Influence



- Non-plenary Formats to Connect & Enhance Peer Learning
- Establish Functional Themes for Conferences and Promote C-Suite Development
- CEO Engagement & Retention

- Virtual Leadership Labs
- Peer Groups & Member Visits
- Develop Resources for 1st-Time CEOs
- Update Platform for Asynchronous Peer Exchange

- Develop & Consistently Implement Clear & Compelling Brand Identity
- Promote Member and mhca Voice & Content on LinkedIn



- Conference Satisfaction & NPS
- Session Ratings
- Member Retention & Attendance

- Participation in Leadership Labs, Peer Groups & Site Visits
- 1st-Time CEO Engagement
- Platform Use & Member Engagement Metrics

- Audience Growth & Digital Content Engagement
- Increased Member Contributions
- Improved Awareness & Perception of **mhca** Among Target Audiences