AIIM’s Vision:
Our purpose is our reason for being and AIIM’s most important work in the world. This is what we do and how we create value with and for our stakeholders.

AIIM’s Purpose:
AIIM helps organizations benefit from information by providing future-focused and technology-enabled certification, education, events, networking, research, solutions, and support. We empower information leaders to help their organizations succeed.

AIIM Objectives and Shared Learning Questions:
Objectives are the specific areas of focus AIIM will pursue to fulfill the purpose of the organization. Each objective is linked to one or more shared learning questions that AIIM will explore as part of its efforts to build, grow, and improve information management practice.

1. Empower Leaders:
   - What specific actions can AIIM take to engage and motivate information leaders?
   - How can AIIM ensure that its value-creating offers are purposeful and sustainable?

2. Expand Our Network:
   - What are the most significant business challenges facing organizations today?
   - What substantive actions should AIIM take to build a highly capable information management practice network?

3. Enable Artificial Intelligence and Innovation:
   - What role can AIIM play in fostering AI adoption and innovation?
   - How can AIIM contribute to the development and implementation of AI technologies?

4. Excel as an Organization:
   - How can AIIM continuously drive and sustain organizational success?
   - What role can AIIM play in fostering growth and innovation?

AIIM’s Strategy System:

- **Strategy System**
  - AIIM’s aim is to become the world’s primary resource for information management knowledge and practice.
  - AIIM will work to create a world in which every organization benefits from information management to reach their desired business outcomes.

- **Strategy System Elements**
  - **Strategy**
    - AIIM will develop a robust understanding of business challenges to create products, services, and experiences that inform and impact leaders with actionable advice.
  - **System**
    - AIIM will bring together interested contributors/stakeholders, including technology solutions partners, to strengthen the association and grow the beneficial impact of information management practice.
  - **System**
    - AIIM will work to create a world in which every organization benefits from information management to reach their desired business outcomes.

- **LEARNING QUESTIONS**
  - How can AIIM ensure that its value-creating offers are purposeful and sustainable?
  - What substantive actions should AIIM take to build a highly capable information management practice network?
  - What specific actions can AIIM take to engage and motivate information leaders?
  - What role can AIIM play in fostering AI adoption and innovation?
  - What are the most significant business challenges facing organizations today?
  - How can AIIM contribute to the development and implementation of AI technologies?
  - What role can AIIM play in fostering growth and innovation?

- **Purpose**
  - AIIM’s purpose is our reason for being and AIIM’s most important work in the world. This is what we do and how we create value with and for our stakeholders.

- **Vision**
  - AIIM’s purpose is our reason for being and AIIM’s most important work in the world. This is what we do and how we create value with and for our stakeholders.

- **Values**
  - AIIM’s values are:
    - **Empower Leaders**
      - What specific actions can AIIM take to engage and motivate information leaders?
    - **Expand Our Network**
      - What are the most significant business challenges facing organizations today?
    - **Enable Artificial Intelligence and Innovation**
      - What role can AIIM play in fostering AI adoption and innovation?
    - **Excel as an Organization**
      - How can AIIM continuously drive and sustain organizational success?

- **Objectives**
  - AIIM’s objectives are:
    - **Empower Leaders**
      - What specific actions can AIIM take to engage and motivate information leaders?
    - **Expand Our Network**
      - What are the most significant business challenges facing organizations today?
    - **Enable Artificial Intelligence and Innovation**
      - What role can AIIM play in fostering AI adoption and innovation?
    - **Excel as an Organization**
      - How can AIIM continuously drive and sustain organizational success?

- **Learning Questions**
  - What are the most significant business challenges facing organizations today?
  - What substantive actions should AIIM take to build a highly capable information management practice network?
  - How can AIIM ensure that its value-creating offers are purposeful and sustainable?
  - What role can AIIM play in fostering AI adoption and innovation?
  - What are the most significant business challenges facing organizations today?
  - How can AIIM contribute to the development and implementation of AI technologies?
  - What role can AIIM play in fostering growth and innovation?