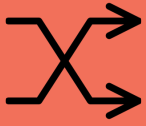


**MISSION:** To influence the success of the commercial real estate industry by advancing the achievements of women.



- **Results** – Tangible outcomes that maintain connection with Network and measure results of advancing women in CRE



- **Member-Centric** – Lift engagement, curate connections and focus on smart growth



- **Capabilities** – Match program content and member experience with mission



- **Community** – Collaborate with like-minded organizations and demonstrate differences

## Results

- Uniform understanding, buy-in and communication of the mission
- Commitment to emphasize CRE Member “advancement”
- Ability to clearly and consistently articulate the metrics resulting from advancing women in CRE in order to transform the industry in Atlanta

## Member-Centric

- Grow core CRE category membership
- Ensure member diversity reflects that of Atlanta
- Revive and engage senior CRE executive women
- Ensure sponsor value and communication are strong
- Create a welcoming atmosphere for all, from the start
- Identify and directly approach ideal prospective members

## Capabilities

- Programming and content supports the mission
- Create a warm, welcoming culture making it easy for CRE women to participate and benefit
- Train board members in non-profit governance and properly onboard for success
- Become CREW Network’s best customer using and sharing all viable resources to achieve its mission
- CREW ATL's philanthropy supports CRE advancement goals

## Community

- CREW leaders should be able to clearly articulate the mission
- Cultivate programming and marketing alliances with complementary CRE associations
- Actively share and support women’s and DEI initiatives at CRE companies
- Publish an annual “CRE advancement” accomplishment report