



# 1 DEFINING THE GES

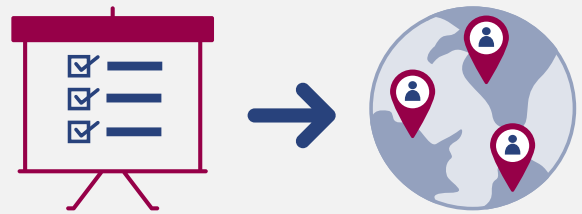
ICMA's Global Engagement Strategy (GES) guides the implementation of ICMA's vision to be the leading association of local government professionals dedicated to creating and sustaining thriving communities throughout the world. The four goals of the GES are:

-  Positioning ICMA as the home for local government professionals and stakeholders worldwide
-  Ensuring financial stability
-  Ensuring organizational capacity to meet the needs of global audiences
-  Achieving operational excellence

# 2 WHY THE GES IS IMPORTANT

The ENVISION ICMA Strategic Plan defines an international perspective for the profession and the need to embrace and promote the "I" in ICMA.

The GES will realize ICMA's vision globally, ultimately advancing professional local government on a global scale.



# 3 GES IMPLEMENTATION



# 4 WHAT YOU CAN EXPECT

-  New opportunities to share and learn through **peer-to-peer exchanges**
-  **New products and services** for global professionals at all career levels
-  Conference sessions, webinars and podcasts with a **global perspective** on local government challenges
-  **Infrastructure improvements** to create seamless ICMA interactions
-  **A broader network** of organizations and individuals contributing to ICMA knowledge and partnering with ICMA to promote good governance