

## CRITICAL FACTORS FOR SUCCESS

Key to the successful implementation of the strategic plan is a consistent focus on agreed-upon strategies, actions, and performance metrics. Leadership at the NH Bankers Association will assume ownership of deliverables and action plans, while the Board of Directors provides ongoing oversight through periodic progress assessments.

- 1 COMMUNICATION AND EMPOWERMENT
- 2 ACTIONABLE STEPS AND ACCOUNTABILITY
- 3 BOARD UPDATES AND TRANSPARENCY

By purposefully employing these critical factors for success, the NH Bankers Association will establish a strong foundation for executing its 2025 to 2027 strategic plan. The actions and focus will not only improve the organization but will significantly benefit the Association's members and partners.



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# NH Bankers ASSOCIATION

## 2025-2027 Strategic Plan

Supporting our members by fostering a banking environment that strengthens our communities.

**WE ARE PROUD TO PRESENT THE 2025 - 2027 STRATEGIC PLAN, WHICH CHARTS THE COURSE FOR OUR FUTURE ENDEAVORS.**

Following a deliberative process, we identified three key areas of focus:

- **Meetings & Education**
- **Promoting the Industry**
- **Service & Organizational Excellence**

These areas of focus will continue to refine NH Bankers Association as we execute our mission of supporting our member banks while aligning with our four core pillars: **Advocate, Educate, Impact and Engage.**



**We are dedicated to realizing the outlined goals and actions and are driven to deliver tangible results to strengthen the New Hampshire banking industry.**

**STRATEGIC FOCUS AREAS**

Building on its commitment to exceptional service delivery, NH Bankers Association will strengthen its organizational capabilities through strategic focus on three key areas.



**MEETINGS AND EDUCATION**

Elevate the value and foster greater engagement in events and educational programs to advance member's evolving needs.

- Expand Educational Audience
- Grow Annual Conference
- Enhance the Effectiveness of Peer Groups
- Seek Educational Partnerships



**PROMOTING THE INDUSTRY**

Advocate for the banking industry and continue to elevate its role as a critical driver of economic growth and prosperity.

- Advance Advocacy
- Showcase Industry and Association Expertise
- Promote Fraud Prevention and Financial Literacy



**SERVICE AND ORGANIZATIONAL EXCELLENCE**

Actively pursue opportunities to increase product and service revenue while expanding membership.

- Product and Service Enhancement
- Expand Association Membership
- Organizational Excellence

