



**NORTH AMERICAN SOCIETY *FOR***  
**TRENCHLESS TECHNOLOGY**



**➔ 2019-2021 STRATEGIC PLAN**



# NORTH AMERICAN SOCIETY *FOR* TRENCHLESS TECHNOLOGY

## + VISION

To be the premier resource for knowledge, education and training in trenchless technology.

## + MISSION

To continuously improve infrastructure management through trenchless technology.

## + VALUES

- **INTEGRITY** - We adhere to the highest ethical standards.
- **EXCELLENCE** - We are committed to providing top caliber education and training for existing and innovative technologies.
- **OBJECTIVE** - We are impartial in the delivery of our offerings to our members and the public.
- **TRANSPARENCY** - We are dedicated to communication and operating in an open manner.
- **INCLUSIVENESS** - We recognize the strength in diversity and seek to involve a broad range of industry representatives.
- **PASSION** - We foster and leverage the energy, enthusiasm and commitment of our volunteers.

## + STRATEGIC PILLARS

- **PROCESSES** - Continuously improve the process, culture and infrastructure to support the delivery of high quality services to the membership and industry.
- **INCREASING MEMBER VALUE** - Providing trenchless professionals with the education, tools and services needed to help them succeed in the trenchless industry.
- **PEOPLE AND CAPACITY** - Manage resource capacity to deliver the strategic plan objectives.
- **FINANCIAL** - Identify opportunities to drive financial excellence and ensure long-term sustainability.