



The Forum of Executive Women Unveils New Strategic Plan

Philadelphia, PA – January 2021 The Forum of Executive Women (“The Forum”), a membership organization comprised of more than 500 C-suite businesswomen across the greater Philadelphia region, has unveiled a new strategic plan.

The Forum conducted interviews, focus groups, a survey and collected feedback from more than 150 participants including Forum board members, current and past members, sponsors, and colleagues. “From the feedback we received, it is clear that there is both a deep appreciation for The Forum and a strong interest in seeing The Forum continue to be the region’s premier women’s organization for advancing the impact and influence of women leaders both now and into the future,” says Lisa Detwiler, Forum president.

The 2021-2023 Strategic Plan presents the following:

- The Forum’s updated mission, guiding principles, and vision
- Five strategic goals:
 - Member Experience
 - Diversity, Equity, and Inclusion
 - Purposeful Engagement
 - Visibility
 - Organizational Strength
- The five goals will direct efforts and investments and are designed to build upon The Forum’s legacy of accomplishments by:
 - expanding reach
 - deepening membership engagement and experiences
 - broadening influence

As The Forum looks toward 2021 and beyond, this strategic plan will provide a road map to expand The Forum’s impact in the region.

About The Forum of Executive Women

Founded in 1977, The Forum of Executive Women is the region's premier women's organization, actively working to increase the number of women in leadership roles, expand their impact and influence, and position them to drive positive change in the Greater Philadelphia region. Visit www.foew.com.

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