

# Corporate objectives 2021-22

Strategic goal	Objective	How we will measure our success	2021-22 proposed target
Trusted by our stakeholders and society	1 Fully implement the recommendations of the Alison Levitt QC Independent Review report	Confirmation by the Governing Council Steering Group that all 18 recommendations have been completed	100%
	2 Improving stakeholder trust and confidence	Survey of a pre-defined group of stakeholders to measure trust and confidence score against benchmark	705%
	3 Profession and industry satisfaction with the relevance and content of our core professional standards	Survey of a pre-defined group of members, firms and industry stakeholders to measure satisfaction against benchmark	70%
	4 Positive brand sentiment	Survey of the profession, stakeholder survey and social/media coverage	<ul style="list-style-type: none"> <li>90% positive/neutral global media coverage</li> <li>85% profession recognition of key brand messages</li> <li>60% positive social media coverage</li> </ul>
RICS qualifications in demand	5 Increased diversity among members	Measure of diversity of new trainees/apprentices against target	28%
	6 Growth in the number of trainee and apprentice enrolments	Measure of trainee and apprenticeship enrolments against target	7,500
	7 Members choose to use RICS to meet their knowledge or training needs	Measure of number of members meeting their knowledge or training needs through RICS against target	16%
Influential thought leader	8 Influencing our target group of high-level policymakers, industry and capital markets to use or promote our analysis, research, advice or opinion	Record of instances of use or promotion by defined group of organisations as against target	25
	9 Influence our target group of industry and market participants to adopt and use RICS standards to increase the use of professional surveying services in the sector	Record of adoptions/use and impact from a broad group as against target	63
	10 Member and stakeholder recognition of RICS and profession leadership voice on – (currently sustainability, data and technology, diversity and inclusion)	Survey of members and stakeholders shows strong recognition of RICS leadership on these issues	50%
Involved and engaged members	11 Build active participation of members in RICS communities	Record of numbers of active participants as against target	4%
	12 Build engagement between members and RICS	Record of numbers of members actively engaged beyond renewal of membership	36%
Sustainable 21st century professional body	13 Financial sustainability	Measure achievement against target level of surplus evidenced through audited accounts	EBITDA £7.5m+
		Cashflow from operational activities available for debt servicing	cash £6.4m+
	14 Member advocacy of the profession and for RICS	Survey of the profession, stakeholder survey and social/media coverage	40%
	15 Strong renewal of membership subscriptions	Measure of annual renewals against target	92%
	16 Improve member satisfaction across a range of RICS activities	Evidence through annual member survey of improvement in net promoter score	50%
	17 Engaged and empowered employees	Evidence through annual staff survey	66%
18 Transparency of decision-making and governance	Transparency measure in the survey of the profession	Expressed positive sentiment 50%	