



AGMA STRATEGIC PLAN

2016-2020





A New Vision for AGMA

In 2017, AGMA enters its 101st year with a new vision and mission, and four strategic objectives that will drive value for members over the next five years.

This plan was developed over the past 18 months by AGMA's Strategic Planning Committee and unanimously approved by the Board of Directors in November 2016.

The new plan builds off the established, legacy AGMA value drivers and responds to current market conditions and focus areas that the Board of Directors felt were critical.

AGMA's Vision – *AGMA and its members drive power transmission innovation.*

AGMA members are always focused on innovation for their customers, and this will continue. This plan adds AGMA to the mix to ensure that AGMA and its members work collaboratively on programs and services that can fulfill this vision. AGMA wants its members to be the driving force behind the changes the market needs, and its members to see AGMA as a critical resource to deliver on innovation for our united industry.

AGMA's Mission – *AGMA is the global network for technical standards, education and business information for manufacturers, suppliers and users of mechanical power transmission components.*

The new mission identifies the core purpose of AGMA and illustrates the breadth and depth of what we will be doing, and for whom we will be doing it.



AGMA's Strategic Objectives



To support our new mission and vision, the AGMA Board of Directors adopted four strategic objectives that will add value for members. Each objective will be a major focus area for the committees, which will play an active role in executing these efforts, working side by side with the AGMA staff.

Industry Voice – Ensure industry understands the full scope of the role AGMA and its members play in power transmission systems, and ensure industry is aware of AGMA's offerings.

Emerging Technologies – Track emerging technologies that impact the business of gearing.

Education – Be the industry source for education and training.

Global – Support members looking to export or grow domestically, wherever they are.

- Each objective includes a roadmap of new programs that will be delivered to members over the next five years.
- Each roadmap will be coordinated with considerable member input at the committee level, in a deliberate, collaborative manner.
- Each year, the Board will consider progress being made on the plan and suggest changes or corrections, based on updated market conditions.





AGMA's Strategic Plan INDUSTRY VOICE

Ensure industry understands the full scope of the role AGMA and its members play in power transmission systems, and ensure industry is aware of AGMA's offerings.

INDUSTRY VOICE ROADMAP

- 2017 –** Develop a robust, integrated corporate communications program that optimizes AGMA communications channels to ensure the industry is aware of AGMA's offerings. Each year, the program will be updated and nuanced based on market conditions and changes.

Affirm primary system parts (e.g. gears, bearings, motors) and develop relationships with supporting trade associations.

Emphasize Power Transmission as a primary value driver during Gear Expo.
- 2018 –** Consider developing a Power Transmission Alliance with supporting trade associations, representing the full spectrum of power transmission innovation.
- 2019 –** Partner with Power Transmission Alliance members to enhance Gear Expo via pavilions, co-located events, or education opportunities.

Consider an AGMA rebrand to ensure the association remains relevant, dynamic and current.

Emphasize Power Transmission as a primary value driver during Gear Expo.
- 2020 –** Consider adding advocacy to AGMA programming offerings.

AGMA's Strategic Planning Committee determined that AGMA's rich legacy of standards development and programming has grown to include more of the power transmission system. The committee strongly suggested that AGMA ensure that industry was fully aware of who we represent and what programs and services we offer – with a goal of collaborating with new partners in different ways to ensure the market is supported with innovation and information from the complete supply chain.

AGMA's Strategic Plan

EMERGING TECHNOLOGY



Track emerging technologies that impact the business of gearing.

To begin this process, the Strategic Planning Committee identified four emerging technologies to track: Industrial Internet of Things, New Alloys, Robotics, and 3D Printing.

EMERGING TECHNOLOGY ROADMAP

- 2017 –** Manage a continuous emerging technology life cycle that shares information on each emerging technology, on a regular and consistent basis. The life cycle process will identify new technologies that need to be added and suggest when an existing technology has emerged and can be “sunset.”

Publish Technology Snapshots for members to understand and connect to resources regarding each emerging technology.

Produce an Emerging Technology Pavilion or showcase at Gear Expo.

- 2018 –** Develop and publish in-depth AGMA technology briefs to support members adopting emerging technologies.

- 2019 –** Produce technology test drives at AGMA industry events to showcase how emerging technologies can be implemented into their business.

Produce an Emerging Technology Pavilion or showcase at Gear Expo.

- 2020 –** Determine whether AGMA has a role in developing tools to support members directly, with emerging technology.

Transition emerging technologies information to AGMA standards development as appropriate.

The AGMA Emerging Technologies Committee will provide relevant and actionable information to AGMA members on emerging technologies. We will work to provide webinars, reports, web resources, and demonstrations from experts in the field so that our members can make informed decisions for their individual business needs. AGMA will also offer opportunities to showcase these technologies to ensure the industry is aware of how the technologies impact their business.

Finally, AGMA will always keep the standards development process in mind, and will play an active role in developing performance standards when the emerging technologies become core to the industry.



AGMA's Strategic Plan EDUCATION

Be the industry source for education and training.

EDUCATION ROADMAP

- 2017 –** Develop an instructor recruitment/succession plan for AGMA's many programs and classes.
Develop two new courses focused on gear design and new materials.
Expand education and workforce development partnerships.
Consider the International Association for Continuing Education and Training (IACET) as value drivers and join their efforts to ensure that relevant information and education is delivered by AGMA.
- 2018 –** Develop an instructor recruitment/succession plan for AGMA's many programs and classes.
Develop new courses for gear engineers.
Explore opportunities for a second location of the Gear Manufacturing School.
- 2019 –** Develop an instructor recruitment/succession plan for its many programs and classes.
Develop new courses for gear engineers.
- 2020 –** Develop an instructor recruitment/succession plan for AGMA's many programs and classes.
Develop new courses for gear engineers.

AGMA's education services will focus on meeting the needs of current and future engineers and operators to ensure we have a workforce that supports member companies.



AGMA's Strategic Plan GLOBAL



Support members looking to export or grow domestically, wherever they are.

GLOBAL ROADMAP

- 2017 –** Actively market AGMA's standards globally to ensure end-user mind share in emerging markets.

Create an AGMA networking program with a goal of having one each year at leading events.
- 2018 –** Hold a trade mission at a TBD emerging market.

Host an AGMA networking program.
- 2019 –** Start an online training program targeted at high priority (identified emerging markets) countries.

Host an AGMA networking program.
- 2020 –** Engage with distributors who can promote AGMA programs and services within high priority locations.

Explore the possibility of an overseas office.

Conduct a trade mission at a TBD emerging market.

Host an AGMA networking program.

AGMA's global efforts are two-fold: AGMA wants to support members who are looking to export, while also supporting in-country members who want to grow, no matter where they are.



Make Your Mark — GET INVOLVED!



AGMA Committees

Board of Directors & Board Committees

Business Management Committees

- Business Management Exec. Committee
- Annual Meeting Planning
- Education
- **Emerging Technology** **NEW!**
- **Industry Voice** **NEW!**
- Strategic Resources Network
- Statistical
- Trade Show Advisory

Technical Committees

- Technical Division Exec. Committee
- Aerospace Gearing
- Bevel Gearing
- Computer Programming
- Cutting Tools
- Enclosed Drives for Industrial Applications
- Epicyclic Enclosed Drives (Planetary)
- Fine-Pitch Gearing
- Flexible Couplings
- Gear Accuracy
- Helical Enclosed Drives High Speed Units
- Helical Enclosed Drives Marine Units
- Helical Gear Rating
- Lubrication
- Metallurgy and Materials
- Mill Gearing
- Nomenclature
- Plastics
- Powder Metallurgy
- Sound & Vibration
- Spline
- Vehicle Gearing
- Wind Turbine Gear
- Wormgearing

Now is a great opportunity to get involved in AGMA and its programs. You can help shape our strategic initiatives, our standards, and our industry.

Industry leaders like you provide the energy that drives AGMA. AGMA members have always been at the heart of new technologies and innovation - and the new vision ensures they remain in the driver's seat to deliver solutions for the future.

Getting involved in AGMA can be anything from attending an education seminar, to sitting on a technical committee, or getting involved in our new committees to support the strategic plan.

New for 2017 Committees:

- **Industry Voice** — help guide AGMA's communications strategy and partnerships with allied manufacturing associations
- **Emerging Technology** — help develop AGMA's emerging technology program

To find out more about the new committees, or any of AGMA's other committees, e-mail membership@agma.org or call 703.684.0211.

