

PDA 3-YEAR STRATEGIC PLAN

ONE PDA IS...

Member-centric, united as one, for the betterment of all members and in pursuit of achieving our Association's vision and mission



OUR VISION

The **Private Directors Association** will be the premier professional association of private company directors, championing board excellence.



OUR MISSION

To drive private company success through the creation and optimization of governance boards, comprised of qualified and diverse members.





**The Authoritative Voice
for Private Company
Governance Excellence**



**Engaged & Vibrant
Community**



**Board Director
Professional
Development
& Education**



Thriving Organization

THE AUTHORITATIVE VOICE FOR PRIVATE COMPANY GOVERNANCE EXCELLENCE



As the authority for private company governance, PDA shapes standards embraced by owners, investors, boards, and regulators of private businesses, enhancing the brand of PDA.

We provide successful outreach to private company stakeholders and advisors about the value and benefits of membership.



ENGAGED & VIBRANT COMMUNITY



PDA is the leading community creating value for private company stakeholders, emphasizing diversity in board talent recruitment and retention.

Our **community fosters collaboration**, bringing together private companies, board members, aspiring board members, sponsors, and alliances **sharing insights on growth through learning and governance.**



BOARD DIRECTOR PROFESSIONAL DEVELOPMENT & BOARD EDUCATION

PDA equips stakeholders with knowledge and tools to excel in board roles and build high-performing boards that uniquely add value.

We provide best-in-class private company board education—from board formation to ongoing governance best practices, and certificate programs—**for private company leaders and current and aspiring board members.**



THRIVING ORGANIZATION

Through **creating "one PDA,"** with a **diversified structure, digitally-integrated community, and financial sustainability and responsibility by developing and sharing best practices** across all organizations within the PDA enterprise, we **provide an organizational structure that supports the interests and needs of private company boards.**

