

# The Power of Why

## Defining the reasons behind our actions

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**IRWA adopted a new strategic plan in June of this year. Complete with a new vision and mission statement, the plan includes a new set of core values and goals for the next three years. We aspire to be the central authority for global infrastructure real estate by creating a community that fosters ethics, learning and a standard of excellence within our industry that values integrity, excellence, flexibility, collaboration and leadership.**

We have done a great job of charting what we want to do and what we plan to accomplish. By staying focused on member value and industry relevance, our plans have become a reality through high impact meetings and events, new courses and an industry career path that will take IRWA to the next level of service for infrastructure project professionals. Good stuff, but still focused on what we do.

So how do we define the “why” behind our actions? And how does this help us advance toward our goals?

### The Why

- To share quality standards and ethics throughout the industry and around the globe.
- To represent the project, the landowner and oftentimes the taxpayer, making certain that people are treated fairly, equitably and uniformly while completing projects on time and on budget.
- To enhance the quality of lives in the communities we work in, with better and more accessible transportation, energy and utilities systems.

The why becomes a very powerful motivator when we stand back and look at the larger picture—the role of infrastructure projects and the professionals who bring them to completion. Clean water keeps people healthy. Secure pipelines keep people safe. Reliable power allows developing countries to run a second shift in a manufacturing plant and do surgery when people need it. Telecommunications connect loved ones, business partners and service providers to help families and communities thrive. Building a Better World – Together takes on real meaning when we focus on the why.

Bottom line, the why reframes what we do, how we do it and whom we do it for. What is the why statement for your Chapter, your project, your business? Think about it. It offers remarkable power. Onward. 

