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# The Shape of Things to Come

A business strategy that empowers members

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This year promises to be one that is filled with new programs, products and services for IRWA members. And one size no longer fits all. You first saw that with our new online membership renewal program last fall, which gave members a choice—to renew online, by mail or over the phone. What used to be a cliché is now a business strategy designed to empower members as we turn our international Association into a global organization.

Education, as expected, will lead the way. IRWA's new Course 100 - Principles of Land Acquisition will soon be available online and in the classroom. We streamlined the course by working with subject matter experts to boil down the education to its essence, providing the learner with all the essential juice of the program, but with no fluff and no redundancies.

In the coming months, look for President Lee Hamre, SR/WA, R/W-URAC, R/W-RAC as the featured instructor in IRWA's first video-powered classroom presentation of Course 105 - The Uniform Act Executive Summary. This new program brings the online learner right into the classroom with other participants as we teach best practices from the Uniform Relocation Act, which was recently updated for practitioners in the United States and is now being used to shape land policy around the world.

*Simplify | Innovate | Automate* has been our battle cry as we retool our content to meet the needs of IRWA members in 14 countries. Watch for the launch of four new learning products built in conjunction with ORC Training, LLC. This fresh approach to education through collaboration will bring unique

content to all IRWA members with an interest in Negotiation and Relocation Assistance. These new courses will be available in an online format with interactive exercises and embedded video that will engage members like never before (see article on page 20).

“... one size no longer fits all.”

This year, we will also debut an online membership option that will enable new members to join anytime from anywhere, immediately providing them with an electronic welcome kit of tools and their membership card, while also sending a pending member request to their respective new chapter. No delays, just instant delivery of IRWA member benefits.

Finally, in support of our new industry career pathways, we are developing an automated credentialing module that will translate your course history into available certifications and designations tailored just for you! Look for more on this later in the year.

The world and our membership base continue to change and IRWA will meet the challenge. *Current | Credentialed | Connected* is our value proposition and our promise to you. And IRWA delivers. Onward! 🚀