Addressing Engineering's "Wicked Problems"

ONTARIO SOCIETY OF PROFESSIONAL ENGINEERS

The Ontario Society of Professional Engineers supports and empowers Ontario's engineering community to build a better tomorrow for all

Problem

In early 2024, OSPE embarked on a strategic refresh to address the complex, long-term challenges facing the engineering profession. Extensive research had revealed critical issues, including a perceived decline in the P. Eng. designation's relevance and engineers being sidelined from industry leadership. OSPE needed a strategy to unite its board, staff, and members – both current and future – to tackle these "wicked problems."

Approach

Halmyre partnered with OSPE to develop a strategic plan focused on alignment and long-term impact. Together, we:

- Collaborated with the board, staff, members, and stakeholders to pinpoint core hinderances to engineering's current impact and ideal future.

- Purpose-built a new vision and mission, informed by the collaborative insights, to confront these complex obstacles.

- Designed four key strategies to address immediate needs, while laying the groundwork for long-term solutions to the profession's most pressing issues.

Outcome

- Bold, refreshed strategy that confronts the challenges facing engineering today.

- Confidence and a clear roadmap to envision a brighter future where engineers reclaim their rightful place as leaders.

- A balanced scorecard to guide governance and administration effectively.

- Measurable key success factors to ensure sustained progress toward the long-term vision.

Talk to an expert about association strategic planning that challenges the status quo.

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