

# 5 Year Roadmap

Delivering value, defining excellence, driving progress



## 1 In year one we will ...

- Provide high-quality content on industry trends, technologies, and outlooks
- Foster the development of global professional communities
- Cooperate with external organizations to create member value

## 3 By year 3 we will ...

- Address the challenges of attracting talent to our industry and preparing professionals for successful careers in a changing industry
- Heighten businesses' understanding of the economic and social value of global communication
- Grow our industry's value proposition and profile

## 5 By year 5 we will ...

- Drive industry evolution and ensure that GALA members play a critical role in global business
- Be the platform where industry stakeholders come together to tackle key challenges

# Our Mission, Our Members, Our Value



## MISSION

To support the growth and development of our members and the globalization sector by creating communities, sharing knowledge, and promoting professionalism.

## VISION

To be a trusted industry resource and to ensure that language, culture, and multilingual communication are indisputable priorities in global business.

## What is GALA?

The Globalization and Localization Association (GALA) serves an international community of organizations and individuals that enable communication and business across languages and cultures. GALA's mission is to help our members succeed and to drive our industry's development by building professional communities, sharing knowledge, and advancing best practices in the globalization sector.

## Who are our members?

GALA's members are organizations that communicate across languages and cultures. They deliver a diversity of services and technologies to support global communication; they function as stewards of global brands and designers of globalization strategies. As individuals, they occupy diverse roles ranging from CEOs to software developers, translators to sales managers, interpreters to consultants, and many more.

## What do we do?

GALA delivers programs, resources, and events that help our members understand and serve local markets worldwide. We offer a non-biased platform for information-sharing and collaboration and we build connections between industry stakeholders. GALA creates and supports initiatives that advance localization and globalization best practices and raises awareness about the value our sector brings to global business.

## Why is GALA valuable?

GALA's independent, nonprofit status and its global reach make it a trustworthy source of industry information and an excellent platform for evangelizing the importance of language services. Through GALA's programs and insightful content, individuals become more knowledgeable, organizations grow and mature, and the globalization industry makes gains in professionalism and prominence.

