



# STRATEGIC PLAN

2025  
-2028

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## STRATEGIC PILLAR

### Define and Drive Compelling Industry Narrative

**OBJECTIVE:** Align members on core PEO principles that succinctly define PEOs: who we are, what we do, the difference we make and the impact we deliver.

**OBJECTIVE:** Generate, collect and disseminate comprehensive data and examples illustrating the tangible benefits businesses experience with PEOs and our broader economic impact (e.g., client growth rates, industries served, employee retention, regulatory compliance success, total worksite employees supported, etc.).

**OBJECTIVE:** Create a unified messaging framework to consistently communicate PEO principles to different stakeholder audiences – especially business owners, policymakers and PEOs.

**OBJECTIVE:** Drive message adoption across NAPEO members and the broader PEO industry.

**OBJECTIVE:** Launch an external amplification strategy to carry the narrative to target audiences.

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## STRATEGIC PILLAR

### Secure a Favorable Policy Environment for PEO Success

**OBJECTIVE:** Promote state and federal policies that create certainty for PEOs and support the growth and sustainability of the industry and our clients.

**OBJECTIVE:** Protect against unexpected regulatory and legislative threats.

**OBJECTIVE:** Strengthen industry awareness, comprehension and influence with state and federal policymakers.

**OBJECTIVE:** Expand advocacy network of adjacent industry stakeholders.

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## STRATEGIC PILLAR

### Elevate NAPEO as the Definitive PEO Industry Resource and Convener

**OBJECTIVE:** Centralize NAPEO research and industry information as an easy-to-use resource that enables members' client growth.

**OBJECTIVE:** Support cross-functional career growth, development and knowledge acquisition for PEO professionals.

**OBJECTIVE:** Equip and empower new industry entrants to navigate common industry challenges and regulatory requirements.

**OBJECTIVE:** Leverage NAPEO as the industry's premier convener through events and educational forums.

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## STRATEGIC PILLAR

### Strengthen Organizational Sustainability to Deepen Member Value

**OBJECTIVE:** Enhance organization's agility to meet member needs and adapt to fluid operating environment.

**OBJECTIVE:** Evaluate revenue model to identify opportunities for diversifying revenue streams.

**OBJECTIVE:** Attract new members to strengthen financial position and expand industry representation.

**OBJECTIVE:** Identify and address staffing gaps needed to fulfill strategic priorities.

**OBJECTIVE:** Identify and deepen engagement with new voices to build future NAPEO member leadership.

**OBJECTIVE:** Modernize systems and processes to better support member needs and organizational objectives.