



**International Association  
of Applied Psychology**  
8365 Keystone Crossing, Ste. 107  
Indianapolis, Indiana, 46240, USA  
[www.iaapsy.org](http://www.iaapsy.org)

I. **General Information**

**Project Objective:** To develop a 4-year strategic plan.

**Issuing Organization:** International Association of Applied Psychology (IAAP)

**Request for Proposal Issued:** November 7, 2022

**Due Date for Proposals:** December 1, 2022

**Contact for Further Information:** Nicole Brandt: • Email: [manager@iaapsy.org](mailto:manager@iaapsy.org), no phone calls please

II. **Summary**

Founded in 1920, the International Association of Applied Psychology is the oldest and largest international association of individual members and affiliate international associations. Its official languages are English and French. Its mission is to promote the science and practice of applied psychology and to facilitate interaction and communication among applied psychologists around the world. IAAP is seeking a facilitator to lead a strategic planning process to establish a 4-year plan.

III. **Scope of Work**

IAAP is seeking a consultant to lead the development of a 4-year strategic plan. The plan will articulate IAAP's vision and include the goals, objectives, and action steps that will guide initiatives for the next 4 years. IAAP is requesting competitive bids for the work to be completed. The budget must be within a reasonable cost and support the scope of work described herein. The consultant will work with IAAP's Strategic Planning Steering Committee on the details of the strategic planning process, schedule of activities, and selection of background information; some of the questions IAAP wants to address include:

- What should be IAAP's areas of strategic focus?
- What additional partnerships can/should be developed?
- Are there new areas of focus that should be considered?
- How can IAAP continue to add value for members?

IV. **Deliverables**

A final strategic plan document must include the following:

- Strategic areas of focus and targeted priorities for the next 4 years
- Goals and objectives to meet priorities
- Leadership structure (both current and new) that will support goals, including partnerships with other organizations
- Recommendation of necessary resources to carry out deliverables

V. **Timetable\***

- December 1, 2022: RFP due to IAAP
- January 2023: Conduct interviews and select facilitator
- February – June 2023: Execution of activities
- July 2023: Plan draft completed and presented to the Board of Directors and Membership

*\*open to suggestions for adjusted timelines*

VI. **Selection Process**

IAAP leadership team will review all proposals. In evaluating proposals, price will not be the sole factor. The leadership team may consider any factors it deems necessary and proper, including but not limited to price, quality of service, response to this request, experience, staffing, and general reputation. Preference will be given to consultants with experience with international associations.

VII. **Information Required of Respondents**

In responding to this RFP please use the following format. The response to RFP should be no more than 5 pages in length, plus attachments.

**Section 1. Executive Summary of the Proposal**

Provide a summary of Sections 2 through 5 of the proposal.

**Section 2. General Description of the Planning Activities Recommended**

Provide a brief statement of your understanding of the requested effort including a detailed outline of the planning process proposed.

**Section 3. Work Plan**

Provide information about proposed activities that would involve key stakeholders such as IAAP's leadership team, etc. Also provide a timetable for completing the process within the timeframe in Part V.

**Section 4. Staffing Plan**

Please identify each person who will work on the project and identify their role and experience.

**Section 5. Budget**

For each task listed in Section 3, please identify the expected hours of staff members identified in Section 4 and the total cost. IAAP will reimburse the consultant for travel associated with developing the strategic plan.

VIII. **Proposal Submission**

Proposals should be prepared in a straightforward manner to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content. Proposals will only be received via email.

Additional questions concerning this RFP should be emailed to IAAP at [manager@iaapsy.org](mailto:manager@iaapsy.org).

Send proposal to: Nicole Brandt, IAAP:

- Email address: [manager@iaapsy.org](mailto:manager@iaapsy.org); Subject line: IAAP Strategic Planning Proposal
- Deadline for Receipt of Proposal: December 1, 2022

IAAP will require qualified bidders to be interviewed via Zoom. IAAP will reach a decision on awarding the contract no later than February 1, 2023 contingent upon the quality of bid proposals received.