

CEO Message – Final Issue of 2025 (VISION)

The Intentionality of Vision

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As 2025 comes to a close, I've been reflecting on a commitment I made at the start of the year: to begin with the same intention I hoped to carry into its final chapter. And for me, that intention was **vision**, not as a concept, but as a discipline.

Vision shapes how we prepare, how we prioritize, and ultimately, how we lead. It clarifies what deserves our energy and what no longer aligns with our direction. It anchors decisions in purpose, not pace.

A Year Built on Clarity

Throughout the year, we explored themes that sharpened our understanding of what it takes to grow in a shifting landscape.

- In the spring, we examined **value**, what drives it, how firms protect it, and how marketers elevate it.
- Later, we turned to **risk**, recognizing that navigating uncertainty requires both foresight and structure.
- And across every issue, the throughline has been the same: clarity strengthens capability.

None of that happens by accident. It happens by design, by choosing vision as a steadying force rather than something we revisit only when circumstances demand it.

Vision in a Time of Change

Our industry continues to evolve. Client expectations are rising, business models are shifting, and AI is redefining how teams and firms operate. Amid all this movement, what becomes most valuable is not prediction, but preparation.

Vision helps leaders stay focused on what is essential.
It helps teams rise above urgency and move toward impact.

Vision is not about what we hope will happen.

Vision is about aligning our choices with what must happen for our marketers, business developers, and our profession to thrive.

A Complement to Our Collective Work

As the President shared in her message, the Society's mission, strategy, and collective momentum continue to shape where we are headed next. That direction is strengthened by the work happening across chapters, HQ, the board, and the broader community.

Vision Requires Discipline

It requires the willingness to be specific.
It requires the courage to be consistent.

That is the work I see happening across SMPS every single day.

How We Finish What We Started

Looking back, I'm reminded that the commitment I made in January, to begin with vision and finish with vision, was not about a theme. It was about posture.

And as we close out this year, that posture has only strengthened.

We've made strategic decisions that reflect who we are becoming.

We've elevated expectations of our profession.

We've clarified what it means to grow with purpose, not pressure.

The Vision Ahead

The year ahead invites us to lean into clarity, to make decisions that strengthen our influence, elevate our profession, and position SMPS for what's next. As we prepare to activate our next strategic plan, vision becomes momentum only when it is shared, understood, and put into practice across the Society and the Foundation.

Thank you for contributing to the energy and forward movement of this community.

We opened 2025 with a clear vision.

We close it with measurable direction.

And we enter 2026 committed to advancing SMPS with focus and precision.

— **Marci D. Thompson**

CEO, SMPS & SMPS Foundation

Byline: *Dr. Paula Stamp is the Founding Principal at Geaux Consulting Group, which is a consultancy practice dedicated to providing strategic guidance and innovative solutions to professional services clients. Dr. Stamp brings a rich background and a proven track record of success with professional services firms such as those in the architecture, construction, engineering, financial services, distribution, and legal sectors. With extensive experience in building and leading high-performing teams and complex project pursuits, she is known for her exceptional leadership skills and ability to foster a culture of collaboration and excellence. Her strong client relationships and commitment to delivering value-driven solutions have earned her a reputation as a trusted advisor and partner.*