



## 2008 – 2011 Strategic Plan

To define and advance the highest standards in  
the massage therapy and bodywork profession.

### GOALS

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**GOAL A: SCOPE OF THE PROFESSION**

*NCBTMB is a leader in defining, validating and differentiating the massage and bodywork profession. (e.g., Body of Knowledge)*

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**GOAL B: SCOPE OF NCBTMB**

*In addition to credentialing, NCBTMB supports and develops programs that strengthen the scope and acceptance of the massage and bodywork profession, congruent with the purpose of NCBTMB.*

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**GOAL C: INTERNAL RECOGNITION AND ACCEPTANCE**

*NCBTMB is recognized and valued by all internal stakeholders (certificants, massage schools and students, CE providers, massage associations and organizations) in setting the standards of excellence, protecting public safety and promoting the highest levels of professional practices.*

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**GOAL D: EXTERNAL RECOGNITION AND ACCEPTANCE**

*NCBTMB is recognized and valued by all external stakeholders (organizations and institutions, employers, consumers, regulators and legislators) in setting the standards of excellence, protecting public safety and promoting the highest levels of professional practices.*

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**GOAL E: CUSTOMER SERVICE**

*NCBTMB is identified for its exemplary customer service.*

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**GOAL F: INFRASTRUCTURE**

*NCBTMB is advanced and supported by its excellent infrastructure (structure and processes).*

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