



Organization
ABET

Website
abet.org

Sector
Accreditation

Country
USA

Operations
Global

Headcount
2,300

SOI®	Assuring confidence
Positioning statement	We champion excellence worldwide. Our approach, the standards we set and the quality we guarantee, inspires confidence in those who aim to build a better world — one that is safer, more efficient, more comfortable and more sustainable.
Core values	<p>Authentic Our international status as a leading world authority is underpinned by our unique heritage and the longevity of our relationships. By balancing objectivity with sensitivity, we instill trust and realise shared goals and mutual successes.</p> <p>Business-like We are defined by our professional approach. Our shared dedication and total commitment to thoroughly planning and preparation ensure we deliver world-class results and satisfying experiences.</p> <p>Expert Our expertise is based on our knowledge and understanding. By continually challenging ourselves to learn more about the changing needs of academe, industry and the world as a whole, we keep our finger on the pulse and our solutions relevant and compelling.</p> <p>Targeted We set our own standards high. By being single-mindedly focused on constantly achieving new levels of excellence, we deliver results and reassurance for all. By continually measuring and monitoring our performance, we assess our progress and practice what we preach.</p>

Founded in 1932, ABET accredits university STEM programs. Widely regarded as setting the gold standard in the sector, ABET is the largest organization of its type in the world and serves over 812 universities in 32 countries.

Despite its success, ABET found itself under the microscope following the 2008 financial crisis. In an age of mounting austerity, heritage and scale could no longer be relied upon to justify its existence — ABET needed to be much clearer about its value and purpose.

The SOI® approach

ABET is a federation made up of 35 member societies. At the time the SOI® research began, it had a Board made up of 55 individuals, 70 head office staff and over 2,200 volunteers. Included in a complex mix of direct and indirect stakeholders, were university deans, faculty leaders, parents, corporations, politicians, a curious media, and of course students from across the world.

In such circumstances it is impossible to engage with everyone, but working with ABET’s leadership, the SOI® team was able to engage with a spectrum of people from around the world using the SOI® toolkit and harvest their opinions of ABET, its role and the future role of accreditation in general. Taken together with the benchmarking of peer organisations, communication and brand audits, surveys and workshops, a complete picture of ABET and its potential as a positive force for good was formed.

The SOI® effect

The outcome of the research helped the defining and holistic buy-in to an SOI®, that for the first time in its history, succinctly described ABET’s value and core purpose in the modern world.

The results that come from systematic alignment with an SOI® take time, effort, collaboration, leadership, investment, and belief, but already actions taken have resulted in a shake-up of ABET’s governance, the conceiving and implementation of innovation and staff engagement programs, the opening up of new partnership opportunities, realignment of the annual flagship event and a redefining of the role of the 200+ people who dedicate their time and expertise to help make STEM accreditation possible for those who will help make our world a safer, more efficient, more comfortable and sustainable place.

‘The most transformative experience was identifying our SOI® and core values, which we have systematically woven into every aspect of our operations to ensure we are in the best place as a business to help make the world a better place.’
Michael Milligan, CEO