

STRATEGY COMMITTEE CHARTER

Thrivent Financial for Lutherans

Purpose	Pursuant to Section 22 of the Bylaws, the Board of Directors designated a Strategy Committee with the authority and responsibility to oversee the Society's strategic development, planning, investment and execution and the alignment to the corporate strategies. In support of its stated purpose, the Committee shall perform the duties listed below, in addition to others as deemed necessary by the Committee.
Key Responsibilities	
Strategic Planning	<ol style="list-style-type: none"> 1. Oversee the development and implementation of the enterprise strategic planning process and development of corporate milestones, measurable goals, time targets and success metrics. <ol style="list-style-type: none"> a. Identify critical strategic issues & thought leadership in analysis of alternative strategic options. 2. Oversee implementation and execution of 3-year roadmap and spend (resources). 3. Monitor competitiveness and provide periodic reports to the Board. 4. Oversee brand management process, marketing and markets.
Strategic Investment	<ol style="list-style-type: none"> 5. Oversee innovation spend & development of criteria for use in evaluating potential strategic investments. 6. Oversee the development of strategic criteria for use in evaluating mergers, acquisitions, partnerships, builds and divestitures
Risk Management	<ol style="list-style-type: none"> 7. Review and oversee such strategic matters related to Enterprise Strategy that may be delegated to the Committee from time to time.
Other	<ol style="list-style-type: none"> 8. Establish an annualized calendar for fulfillment of the Committee and Board's obligations.
Membership	<p>The Governance Committee, in consultation with the Board Chair, will recommend assignment of Board members to committees, including the Chair of each such committee, to the Board for approval.</p> <p>Members of the Committee shall be independent from management.</p> <p>The Chief Executive Officer shall name a management representative and a committee secretary to coordinate committee activities.</p>
Meeting Frequency	At least in conjunction with the regularly scheduled in-person Board of Directors meetings, and additionally as determined by the Committee Chair.