



# STRATEGIC PLAN

**LEAD, DEVELOP, AND PROMOTE POSITIVE HOCKEY EXPERIENCES**

**VISION:  
WORLD  
SPORTS  
LEADERS**

## **COMMITMENT**

This is the attitude and altitude that staff and volunteers bring to the organization. It is the same level of commitment we ask and see in our players when competing for Canada or at the community level.

## **PASSION**

Passion is the energy that fuels Hockey Canada's success and allows Hockey Canada to realize our vision and objectives.

## **RESPECT**

Hockey Canada staff must have respect for the game, our volunteers, and the future direction and plans that allow the organization to achieve its vision and objectives.

## **STRATEGIC OBJECTIVES**

**I.**



**GROW THE GAME**

BY FOCUSING ON RECRUITMENT AND RETENTION

**II.**



**CONSISTENCY**

IN MEASURED PROGRAM DELIVERY ACROSS ALL MEMBERS

**III.**



**CONTINUED FINANCIAL STABILITY**

THROUGH DIVERSIFICATION

**IV.**



**EVENT & TEAM SUCCESS**

DELIVER WORLD-CLASS PERFORMANCES

**V.**



**ORGANIZATIONAL DEVELOPMENT**

BUILD A HIGH-PERFORMANCE ORGANIZATION TO SUPPORT OUR STRATEGIES