



STRATEGIC PLAN  
2024–2030

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# SUMMARY

## DIRECTION

- VISION** To be the leading bobsleigh and skeleton nation in the world
- MISSION** Bobsleigh Canada Skeleton develops World and Olympic Champions

## STRATEGIC PRIORITIES

- Strengthen the organization and create long-term sustainability
- Build a high-performance program recognized for its safety, excellence and competitiveness at all levels and stages of the athlete development pathway
- Broaden and deepen the interest in bobsleigh and skeleton throughout Canada, from coast-to-coast-to-coast, creating an exciting, engaging brand

## RESULTS

- A holistically healthy organization
- Sustained podium success
- Increased visibility and reach

## VALUES

*Excellence*

*Grit*

*Integrity*

*Accountability*

*Wahkohtowin*

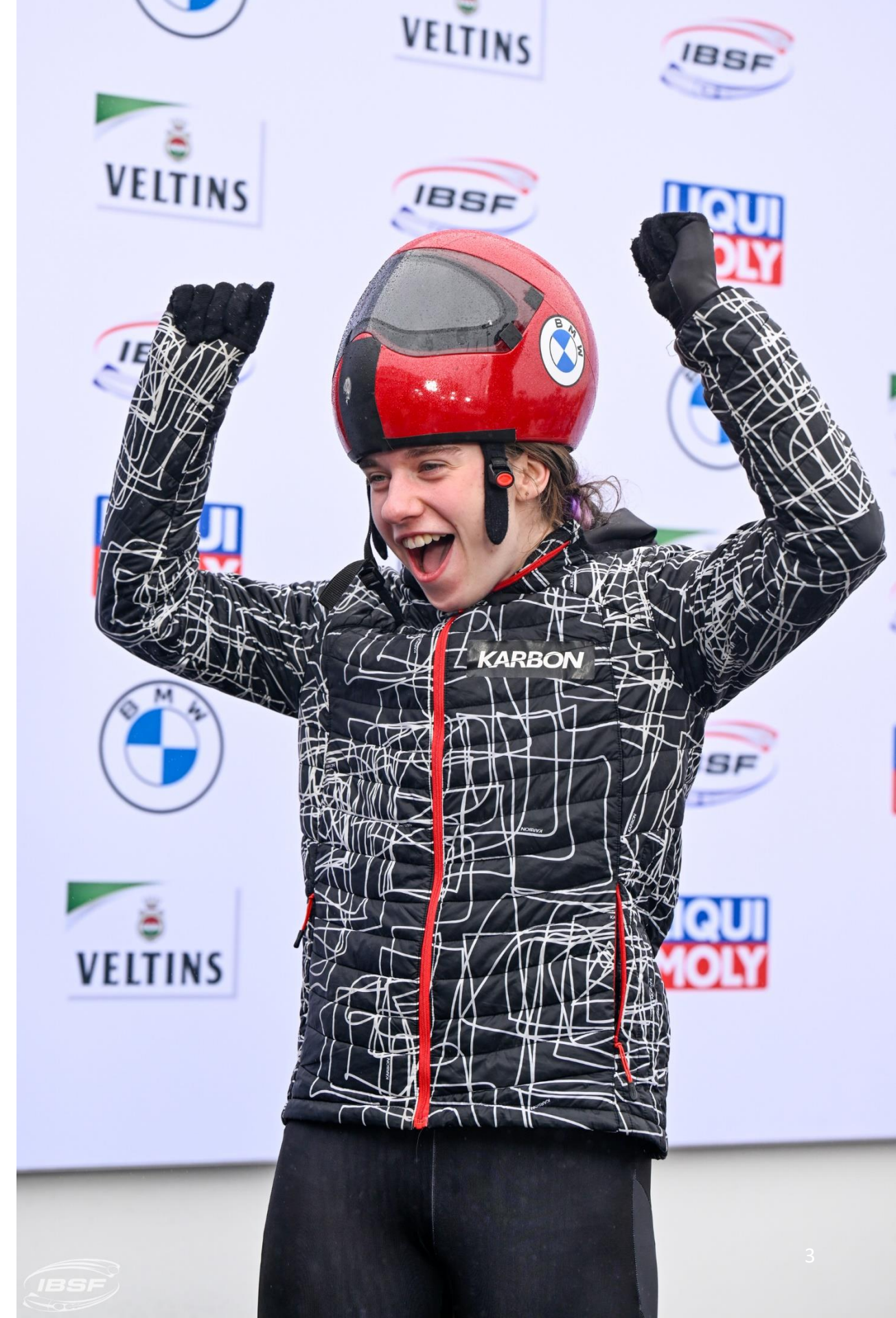
# VISION

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***To be the leading bobsleigh and skeleton nation in the world.***

BCS's north star is the pursuit of becoming, holding and honouring the mantle of *the leading bobsleigh and skeleton nation in the world*. A hallmark of the organization's future state will be the wide recognition of BCS as a performance-based culture, underpinned by a supportive performance management mindset.

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# MISSION

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*Bobsleigh Canada Skeleton develops World and Olympic Champions.*

BCS exists to create, nurture and support World and Olympic Champions... balancing the incredible challenges and adversity inherent to the pursuit of excellence with an environment enriched by community, enjoyment and respect.

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# STRATEGIC PRIORITIES



## PRIORITY #1

### *Organizational Excellence and Long-Term Sustainability*

Strengthen governance and organizational excellence by bolstering oversight, financial systems and controls, and risk management. Diversify and expand revenue streams to decrease dependency on government funding and ensure long-term financial viability. Deepen relationships with all stakeholders including athletes, coaches, alumni, funding partners, and the public at large.

## PRIORITY #2

### *High-Performance Program*

Build a highly-competitive high-performance culture that achieves sustained podium success in a safety-first environment at all levels and stages of the athlete development pathway. This involves more proactively identifying and recruiting athletes at a younger age, developing world-class certified coaching expertise, investing in technology and data, and fostering a healthy culture of excellence across bobsleigh and skeleton.

# STRATEGIC PRIORITIES



## PRIORITY #3

### *Visibility and Reach*

Broaden and deepen the public's passion and support for the sports of bobsleigh and skeleton through community engagement, strong and transparent communication, competitions, and strategic storytelling through traditional and social media streams. Share athlete human interest stories and successes to engage and attract new fans/partners, and ultimately, attract new athletes into the development pathway. Create fresh opportunities to expand interest in the sports to, both, strengthen the BCS brand and, potentially, monetize it to support the funding model.

# RESULTS

## OUTCOMES

### SHORT-TERM OUTCOMES

- ***A safer, more viable organization***

An ethically-led NSO that supports the Canadian Sport Governance Code and is financially robust.

- ***A strong development pipeline and high-performance program***

Identify athletes at a younger age and increase the number of athletes entering and progressing through the BCS development pathway. Advance BCS's coaching excellence and technological edge. Increase podium finishes.

- ***Increase visibility and reach***

Strengthen presence across all media platforms. Host domestic and international competitions. Create a brand that can attract new fans, athletes and partners.

### LONG-TERM OUTCOMES

- ***Prolonged podium success***

- ***A safe, stable organization that can sustainably support current and future athletes***



# VALUES

## EXCELLENCE

We each possess an unwavering commitment to achieving the highest potential in all aspects of our organization.

## GRIT

We believe in the relentless pursuit of improvement and success despite difficulties or failures. Grit empowers us to overcome obstacles, stay focused, and achieve greatness through steadfast dedication to progress.

## WAHKOHTOWIN

We embrace the Cree word for *kinship*. Each of us is part of a larger whole, with responsibility to uphold and preserve our collective identity and traditions.

## INTEGRITY

Integrity is fundamental to building and maintaining trust with all stakeholders. We strengthen our reputation and culture by demonstrating honesty, fairness and ethical behaviour in everything we do.

## ACCOUNTABILITY

Each one of us is responsible for our actions and we expect to be held to the highest standards. As individuals and as a team, accountability is achieved through constructive transparency, action and results.

