



# **MOVING A STRATEGIC PLAN OFF THE PAGE AND ONTO THE FIELD OF PLAY.**

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CANADA ~ SNOWBOARD

# INTRODUCTIONS



- Mr. Guy Poupart,  
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# OUR PROBLEM

- Early podium success a challenge
- Organization in reaction mode
- No clear plans defined



# OUR SOLUTION



- Strategic Plan for guidance
- NSFEI facilitated process:
  - The plan-to-plan
  - Professional guidance
  - Funding support

**2022 GOALS**  
The 2022 Goals are a result of the 2022 Strategic Plan, which was developed through a consultative process with stakeholders.

Area of Focus	Primary Metrics	Target
<b>GROWTH</b>	Registered Participants	7,000*
<b>PERFORMANCE</b>	2024 Olympic / Paralympic Medals	3 Olympic / 5 Paralympic
	2022 Olympic / Paralympic Medals	4 Olympic / 8 Paralympic
<b>REACH</b>	Community Partners	2024 Olympic / Paralympic DOUBLED**
<b>FINANCIAL</b>	Funding Development	+25% Unrestricted Revenue

**MISSION**  
To develop and lead competitive snowboarding in Canada.

**VISION**  
To be recognized as a world leading snowboard nation.

**VALUES**

- PERFORMANCE** > Focus on achievements at all stages of competitive snowboarding.
- EXCELLENCE** > Strive for athletes, clubs, coaches, officials, judges and technical leaders to perform to their potential.
- PROGRESSION** > Embrace equality, and the pursuit of development through all stages of competitive snowboarding.
- PASSION** > Inspire through the passion that is inherent in Canadian snowboard athletes.
- LIFESTYLE** > Support the culture of snowboarding to contribute to the health and enjoyment of those who participate.

\*Based on 2018 participation  
\*\*Based on 2018 Metro of reach

Special thanks to the Canadian Olympic Committee for their contribution to this project for world class event infrastructure  
[www.CanadaSnowboard.ca](http://www.CanadaSnowboard.ca)

Canada

**2014-2022 STRATEGIC PLAN**

# THE CHALLENGE



- Daunting process
  - Multiple stakeholders
  - Time and Money
- Did not anticipate time required:
  - Duration
  - Staff time



# THE OUTCOME



- Strat Plan common reference
- Directing collective efforts





# THE TAKEAWAY

- Invest wisely (external guidance)
- Engagement and more engagement
- Implementation plan – ACT!

**Canada snowboard** | 3 KEY STRATEGIC PILLARS FOR 2014-2022

**GROWING THE SPORT**

- Align with Provincial/Territorial associations to increase participation and enhance programs, clubs and events.
- Aggressively pursue partnership with industry, sport, and key stakeholders to drive increased membership and program initiatives.
- Enhance coaching, officiating and judging programs and initiatives to support the delivery of our high performance athlete pathway.
- Deliver competition opportunities aligned with long term athlete development in collaboration with member and ability partners.
- Provide pathways for athletes and coaches to develop from first, casual through podium performance.
- Integrate innovative and interactive technologies that provide real and enhanced visual propositions for members and participants of programs and events.

**ORGANIZATIONAL EFFECTIVENESS**

- Maximize revenue streams to ensure sustainability and support of sport development and high performance programs.
- Test and monitor changing partnerships within both governmental and industry to optimize the brand, communications, programs and events.
- Bring the brand to life through creative and innovative promotional programs, social content and communication strategies to increase visibility and engage new fans and followers.
- Reduce program costs, streamline and simplify all national, provincial, territorial and club events through the athlete pathway.
- Integrate risk management strategies into all areas of the organization.
- Invest in brand systems and processes are maintained to safeguard the future of the organization.

**HIGH PERFORMANCE**

- Create innovative and unique training environments utilizing technology, science expertise and world class facilities.
- Focus energy, attention and resources for optimal return on investment to produce podium results.
- Identify, identify and recruit coaches and integrated support team staff and foster achievement, progression and produce strong results.
- Utilize sport science and analysis of evidence to directly enhance high performance athlete progression.
- Collaborate with our best and fittest partners to support high performance athletes beyond the competitive arena.
- Align skill development and high performance programs to increase clarity of the athlete pathway.

Canada Snowboard has identified three key pillars that are integral to the organization providing a roadmap to support the high performance athlete pathway. To achieve the intended goals and outcomes needed to support and measure the success of the organization.

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