

Sample Strategy Maps

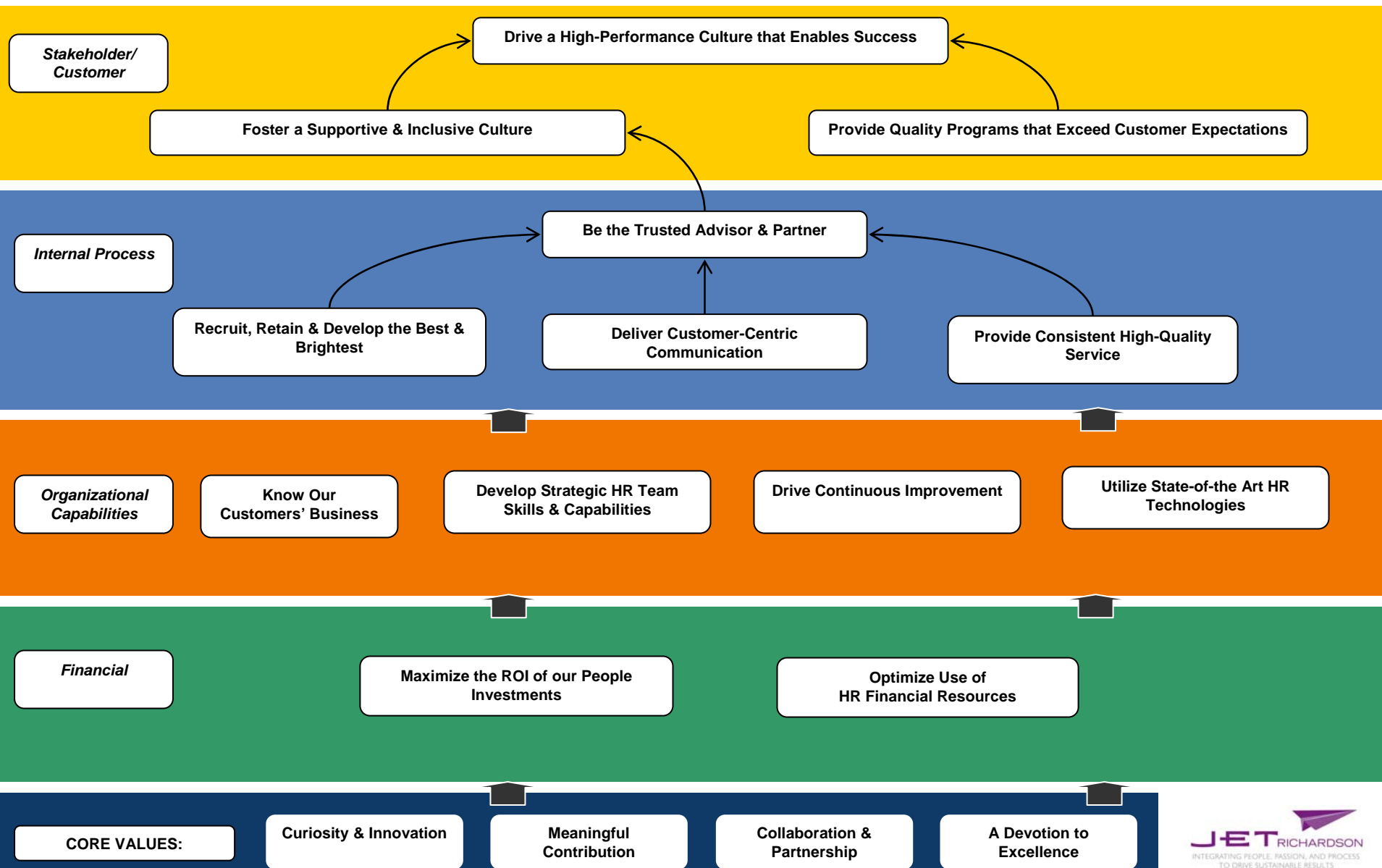


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JETrichardson is a division of Strategy Focused Business Solutions Inc.

HR Department Mission:

To be a key strategic business partner who proactively addresses business unit needs and directly contributes to business unit success.



Mission:
Creating a sustainable community for all who live, work, and play here.

**Metro
City**

Vision 2020:
The most livable city in the region.

Stakeholder

Build an Economically Prosperous Community

Demonstrate Fiscal Responsibility

Resource Management

Build a Leading Community

Build an Effective & Integrated Transportation System

Build a Caring, Safe, Healthy, & Active Community

Develop Sustainable Funding Relationships

Grow our Tax Base and Revenues

Optimize Cost Efficiencies

Internal Process

Enable Smart Growth & Development

Deliver Quality, Customer-Focused Programs & Service

Lead in Environmental Protection & Sustainability

Maintain & Expand Infrastructure

Promote our Arts, Culture, History & Natural Heritage

Work Collaboratively with the Community & Partner with all Levels of Government

Achieve Operational Excellence & Efficiency Through Continuous Improvement

Organizational Capabilities

Attract, Retain & Develop a Diverse, Capable Workforce

Build a Culture of Innovation

Realize Technology Efficiencies

CORE VALUES

Transparency & Accountability

Collaboration

Improvement-Oriented

Customer-Focused

Mission:
Developing the World's Next Leaders.

**Metro City
University**

Vision 2018:
We are recognized as one of the top 50
universities in the world.

Stakeholder

Enable the Best Student
Experience

Build a Strong, Sustainable
Reputation

Enable World Class
Scholarship

Achieve an Influential
Research Profile

Internal Process

Enhance Student Learning,
Development, & Academic
Performance

Promote & Support Intentional
& Informal Learning

Promote Excellence in
Research & Graduate
Education

Balance Program & Service
Quality & Quantity

Increase Our Use of Multiple
Delivery Options for
Programs & Services

Enable Knowledge
Generation

Aggressively Pursue the
Best Students

*Organizational
Capabilities*

Leverage Advanced Technology & Tools for
Teaching, Research, & Program Management

Attract & Retain High
Quality Staff & Leading
Academics

Build Relationships &
Partnerships with Alumni
& Stakeholders

Nurture a Diverse
Campus Culture &
Environment

Maintain Affordable
Tuition & Fees

Demonstrate Strong Fiscal
Management

*Financial/
Resource
Management*

Aggressively Maximize
Financial Support &
Research Funding

Continually Upgrade &
Modernize Campus Facilities
& Infrastructure

CORE VALUES

Curiosity & Innovation

Meaningful
Contribution

Collaboration &
Partnership

A Devotion to
Excellence

Mission:
Top brand – top of mind.

*Public
Relations
Dept.*

Vision 2015:
Top three in positive brand recognition nationally.

Stakeholder

Enable
Positive Brand Recognition

Build Brand
Awareness

Promote Organizational
Visibility

*Internal
Processes*

Create & Deliver Targeted,
High Quality Communications

Assess & Improve
Communications
(content & delivery)

Define Key Messages

*Organizational
Capabilities*

Understand our Audiences,
Stakeholders, & Communication
Partners

Develop our Communication
Vehicles, Venues, & Network

Understand our Business &
Brand Strategy

Develop the Skills & Capabilities of our
Communication/PR Professionals

Financial

Ensure Cost Effective
Communications/PR Management

Demonstrate High ROI on
Communication/PR Efforts

CORE VALUES:

Integrity

Accountability

Transparency

Mission:
Optimize company facilities & assets
through technical leadership.

**Facilities &
Engineering
Department**

Vision 2011:
Realize 10% cost savings through supply chain
optimization.

Financial

Optimize Facilities & Asset Utilization

Stakeholder

Deliver Projects on Time & On Budget

Generate Innovative Solutions to Customer Problems

Internal Process

Enable Efficient, Cost-Effective Operations

Ensure Efficient Integration of Assets, Processes, & Systems

Establish a Low Cost Integrated Supply Chain

Focus on Safe Operations

Organizational Capabilities

Build Pro-active Technical & Problem Solving Capabilities

Develop a Responsive, Customer-Oriented Culture

Leverage Systems & Information for Improved Performance

**DEPARTMENT
CORE VALUES**

Safety First

Drive to Permanent Solutions

Continuous Learning

Excellence & Professionalism

**CORPORATE CORE
VALUES**

Integrity

Customer Satisfaction

Teamwork

Innovation & Creativity

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