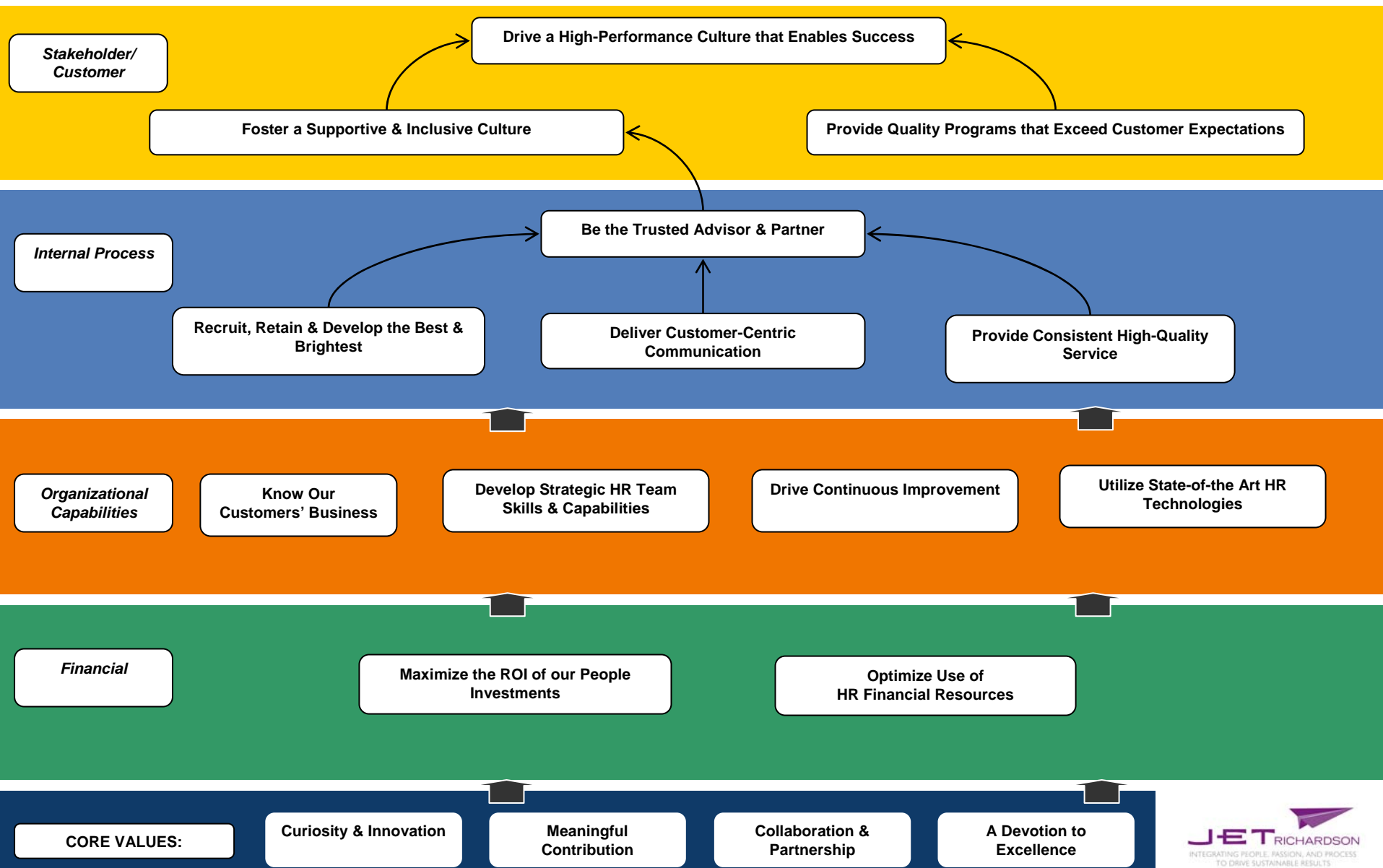


# Sample Strategy Maps



# 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

Grow our Tax Base and Revenues

Develop Sustainable Funding Relationships

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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