



GUELPH CHAMBER OF COMMERCE

STRATEGIC PLAN
2015 through 2018

CONTENTS:

3. Our Mission & Our Vision
4. Our Values
5. Strategic Goal 1: **Advocacy**
6. Strategic Objectives – Advocacy
7. Strategic Goal 2: **Connections**
8. Strategic Objectives – Connections
9. Strategic Goal 3: **Excellence**
10. Strategic Objectives – Excellence
11. Strategic Goal 4: **Information Hub**
12. Strategic Objectives – Information Hub
13. Fin



OUR MISSION

- ‘ To be the leading business organization, providing **thought leadership** to drive **community growth** and **economic prosperity**’

OUR VISION

- ‘ To set the national standard for fostering **community prosperity**’



OUR VALUES

Leadership – We will be bold and innovative when offering solutions, and driven in our decision-making by how our actions will impact the organization and community in the long-term

People – We will value our Members, stakeholders, staff and the broader community

Principled – We will have integrity, honesty, and will strive to ensure that all decisions consistently adhere to our set of organizational principles





STRATEGIC GOAL 1: **ADVOCACY**

We will advocate public policy that situates Guelph as a leading business centre





ADVOCACY – STRATEGIC OBJECTIVES:

We will strive to increase opportunities for Guelph businesses by facilitating greater access to global opportunities and new markets

We will engage with stakeholders in government and beyond to advocate pro-business public policy

We will participate in initiatives that enhance competitiveness and increase the capacity for business retention and expansion

We will facilitate discussions with government in response to Member needs

STRATEGIC GOAL 2: CONNECTIONS

We will optimize and diversify the Guelph Chamber's communications and programming to maximize Member experience; facilitate greater Member-to-Member connections; and attract new Members





CONNECTIONS – STRATEGIC OBJECTIVES:

We will ensure there is an effective match between the Guelph Chamber's Membership engagement strategy and the profile of businesses in Guelph

We will maximize our communications activities, effectively utilizing all mediums to inform, connect and engage Members, decision-makers and the broader community

We will be leaders in connecting businesses with exciting opportunities

We will ensure that Guelph Chamber programming and Member benefits effectively match Member needs

We will effectively facilitate connections by contributing to and growing Guelph's diverse and robust culture





STRATEGIC GOAL 3: EXCELLENCE

We will ensure that the Guelph Chamber achieves the highest standard of operational excellence and contributes to the achievement and recognition of community excellence





EXCELLENCE – STRATEGIC OBJECTIVES:

We will demonstrate leadership in operational management, internal team culture, finances, and policies and procedures

We will support and celebrate the achievement of excellence of Members and stakeholders

We will strengthen organizational capabilities to fulfill our mission

We will demonstrate leadership in building a strong working relationship between the business community, the University of Guelph and Conestoga College

A group of people, including men and women of various ages, are gathered in a large industrial facility, likely a paper mill. They are looking towards a man in a suit who is standing next to a large piece of machinery. The machinery appears to be a paper mill machine, with long sheets of paper being processed. The background shows the industrial structure of the factory with high ceilings and metal beams.

STRATEGIC GOAL 4: INFORMATION HUB

We will enhance government, community and business decision-making by supporting a data-enabled economy





INFORMATION HUB – STRATEGIC OBJECTIVES:

We will help grow more productive, agile, and high-value leading sectors through partnerships and collaborations that accelerate development, commercialization, market expansion and sustainability

We will strengthen Guelph's emerging sectors by championing policies, fostering collaborations, and building awareness that enable robust growth

We will cultivate a 'data hub' of meaningful market intelligence responsive to Member and stakeholder data product and Member needs



