

WSWBC Strategic Plan Notes

Background

In late 2016, the WSWBC executive identified the need to take a more focussed approach to operations with new, clear, attainable tasks/goals to provide direction over the next few years. The last strategic planning session had been held in 2010, and it was felt that the organization needed to reflect on the current state and the environment, and develop a refreshed plan for the next 5 years. The result of this conversation was the decision to create a new strategic plan for WSWBC, and ensure that it align with our NSO body (Water Ski & Wakeboard Canada) to leverage any possible efficiencies.

Over the course of early 2017, conversations continued amongst the executive to determine which approach made the most sense to ensure optimal value from the plan we were trying to create, since it would shape the future of our organization. As it turned out, WSWC was also in the process of creating their own new strategic plan document as well, to be presented at the 2017 WSWC Annual Congress meeting in November 2017.

At the 2017 WSWBC budget meeting, also held in November 2017, the executive board determined that the best course of action to complete this strategic planning exercise would be, at the recommendation of ViaSport CEO, Sheila Bouman, to contract the services of management consultant, Susan Rhodes, to lead WSWBC through the exercise. Susan had worked with a large number of high functioning organizations in both the for-profit and non-profit space including; Vancouver Coastal Health, Lions Gate Hospital Foundation and David Suzuki Foundation. Bringing a wealth of knowledge and experience to strategy development, Susan's expertise was vital in providing the structure/foundation WSWBC needed to progress through this project.

To begin this exercise, Susan sought internal and external input on the organization, to get current state and feedback on future needs. The input included an interview with the WSWBC executive members, 2 of BC's larger clubs, a member from another PSO (Alberta), an industry partner, 1 NSO (WSWC) and viaSport. In addition, a survey was sent to 10 club, coaching, member and industry partners stakeholders to seek written feedback. Finally, a focus group call with the board was held to review the results of the interview process and come to a more concise direction in regard to the data obtained, and the focus for the strategic planning session.

WSWBC hosted the 1-day strategic planning session on March 10, 2018 at the Richmond Oval in Richmond, BC. The working group consisted of all the parties previously mentioned from the interview and focus group process. Susan Rhodes led the group through a slide presentation, breaking down the feedback from the interviews and giving a broad overview of the areas identified as main strengths, challenges and priorities for the organization. The group spent some time developing an updated Mission, Vision and Values for the organization, and develop high level goals. From there, the group broke off into smaller

working groups to drill down into the goals and identify actions to achieve the goals. These are reviewed and refined by the group as a whole. and the actions were prioritized.

The results of this strategic planning session left WSWBC with a framework to create a clear and concise plan which reflects the direction for the organization over the next 3 years to be both sustainable and flourish. The strategic plan information has since been put into the format of the 1-page document template that aligns with the same process Water Ski Wakeboard Canada