



STRATEGIC PLAN

HOCKEY FOR LIFE.

TO CREATE POSITIVE OPPORTUNITIES & EXPERIENCES FOR ALL PLAYERS THROUGH INNOVATIVE LEADERSHIP & EXCEPTIONAL SERVICE.

INNOVATION

INTEGRITY

PERSPECTIVE

SAFE & FUN ENVIRONMENT

CONSISTENCY

RESPECT

TEAMWORK

STRATEGIC DIRECTION

1



BUILD A SHARED VISION

2



DELIVER CONSISTENTLY

3



GROW THE GAME

4



DEVELOP PARTICIPANTS

5



DIVERSIFY FINANCIAL & HUMAN RESOURCES