



McMan

# SOUTH REGION 2019 - 2022 Strategic Plan

OUR

## MISSION

To support and encourage individuals and families to achieve their full potential as members of their community.

## VALUES

Commitment  
Trust  
Empathy  
Respect  
Genuineness

## GUIDING PRINCIPLES

Quality Service  
Leadership Excellence  
Professionalism  
Communication  
Engagement  
Unity

## THREE-YEAR STRATEGIC PRIORITIES

1

### STRENGTHEN LEADERSHIP EXCELLENCE AND ORGANIZATIONAL STABILITY

McMan will continue to build a strong and well-respected organization that is both attractive to funders and employees and capable of supporting high quality service delivery.

- Recruit and retain a skilled, diverse workforce
- Promote a positive culture, supporting learning and growth
- Achieve a responsive, sustainable governance and organizational structure

2

### POSITION MCMAN AS AN AGENCY OF CHOICE

McMan will enhance its community profile and leverage networks to maximize resources that will benefit the agency and its stakeholders.

- Strengthen advocacy and awareness
- Utilize technology and understand its impact
- Enhance strategic relationships

3

### PLAN FOR RESPONSIVE AND SUSTAINABLE GROWTH

McMan will thrive in the long term by enhancing our responsiveness, growing services and adapting to best serve the current and future individuals and families we serve.

- Broaden revenue base, including self-generated, sustainable revenue streams
- Deliberate, targeted, innovative approach to revenue generation and service expansion
- Efficient and effective use of resources

4

### GROW REAL ESTATE PORTFOLIO

McMan will engage in purposeful real estate acquisition to enhance service delivery and build its revenue generating asset portfolio.

- Understand community needs across Southern Alberta and align housing supports
- Identify and form strategic partnerships leading to sustained funding and service models
- Develop organizational capacity to support real estate portfolio