

## Strategic Planning – 2007 AGM Report

This year we made some small but significant steps forward in our efforts to come up with an updated strategic plan for the association. Over the winter we held a two part strategic planning workshop. The workshop was led by Pam Fralick who, in addition to being an experienced facilitator, is also an accomplished triathlete. On behalf of the Strategic Planning Committee I would like to thank Pamela for her assistance.

The sessions themselves were well attended by a wide cross section of members from most roles within the triathlon community. Over the course of the workshop it became very apparent that there are a lot of people with a lot of great ideas for how to make the sport and the association better. It is very encouraging to see how much passion there is for the sport among our membership. All of the activities were captured and grouped and we have laid the foundations for a number of sub-strategies to build on our current strengths and improve those areas we know we need to.

The most tangible outputs of the strategic planning workshop are the revised mission and vision statements which more accurately reflect the objectives we have set for the future. Our challenge for the coming year will be to regain the momentum of the strategic planning process and follow through to the completion of our formal plan.

The lesson I learned this year is that it will take a larger committee to complete this exercise. It takes a large and diverse group to achieve a balance between the different groups that make up the sport. One of the beauties of triathlon is that it appeals to everyone from National and International level elites to lifestyle recreational athletes to kids and families. In Manitoba we have strong representation from all of these segments (and more) and it will be important for our future plans to ensure that all of their interests are considered. If you have an interest or experience in strategic planning or if you feel strongly about the future direction of the association please consider joining the committee. I guarantee you will find it a stimulating and rewarding experience.

Tom Okany