### VISION
A vibrant, healthy, and inclusive city for all City of Winnipeg employees, its residents, and visitors.

### MISSION
Achieve effective and efficient service delivery through a collaborative, engaged, and value-driven workforce & organizational culture.

### VALUES
- **Diversity** – in who we are, & representative of our community
- **Respect** – for each individual person
- **Accountability** – as stewards of public assets and the work we do
- **Trust** – with elected officials & residents we serve
- **Transparency** – in all that we do

## STRATEGIC DIRECTIONS

<table>
<thead>
<tr>
<th><strong>1. PEOPLE &amp; CULTURE</strong></th>
<th><strong>STRATEGIC GOALS</strong></th>
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| – foster a collaborative, engaged, and value-driven organizational culture embodying reconciliation, diversity, and inclusion. | 1.1 – Measure & increase employee engagement  
1.2 – Embody reconciliation  
1.3 – Increase diversity, inclusion, & employment equity  
1.4 – Improve safety & health  
1.5 – Strengthen financial management & accountability  
1.6 – Expand risk management framework  
1.7 – Enhance performance reviews  
1.8 – Improve employee recruitment & retention |

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<tr>
<th><strong>2. CONTINUOUS IMPROVEMENT &amp; INNOVATION</strong></th>
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<td>– drive continuous improvement and performance measurement in processes and procedures across the organization.</td>
<td>2.1 – Establish an interdepartmental continuous improvement &amp; innovation network</td>
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<th><strong>3. COMMUNICATION &amp; ENGAGEMENT</strong></th>
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| – collaborate to improve internal and external communication with elected officials, residents, employees, and businesses. | 3.1 – Improve communication with elected officials across departments  
3.2 – Improve communication with residents across departments  
3.3 – Improve communication with businesses across departments  
3.4 – Improve communication with employees across departments |

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<th><strong>4. CUSTOMER SERVICE &amp; SATISFACTION</strong></th>
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| – improve the efficiency, effectiveness, and responsiveness of city services. | 4.1 – Identify and define customer level of service (LOS) for existing city services  
4.2 – Increase understanding and transparency of service costs relative to LOS  
4.3 – Maintain customer service satisfaction levels  
4.3 – Maintain internal satisfaction levels for organizational support services |