



STRATEGY 2019-2021

2015-2020
Strategic plan

VISION

Advancing leadership, shaping health systems

VALUES

Excellence Commitment Integrity Life-long Learning Collaboration Accountability Public Service

MISSION

To develop, promote, advance and recognize excellence in health leadership

STRATEGIC DIRECTIONS

1. Revolutionize the CCHL Experience
2. Stimulate Transformative Thought
3. Networks of Influence

2019-2021
Strategic overlay

CORE STRATEGIC IDEA

By 2021, set the stage to be the national home of health leadership

PURPOSE

To connect better leadership to the best care

ADDITIONAL VALUES

Responsiveness, Professionalism, Value, Community, Progressive

VALUE PROPOSITION

CCHL is the only Canadian professional body that provides all healthcare leaders with leadership development, tools, knowledge, certification and networks they need to become high impact leaders in Canadian healthcare.

2019-2021 STRATEGIC PRIORITIES

STRENGTHEN AND DEEPEN OUR CAPACITY

- National scale and brand
- Coast to coast presence
- Strong voice for leadership and of leaders
- Sustainable business and value models
- Purposeful partnerships and coalitions
- Financial and back office capacity

ACROSS CARE CONTINUUM AND CAREER SPECTRUM

- Engage leaders across continuum of care
- Provide support to all health professions
- Dyad and triad leadership programs
- Focus on team and organizational capacity
- Evidence informed tools & bundles
- Pedagogical innovation

TO BUILD THE COLLEGE AS A MOVEMENT

- Convene, Ccreate, Connect, Collaborate
- High value - low friction member experience
- Chapter-driven local and personal engagement
- Culture of helpfulness and support
- People, relationships, networks
- Commitment to leaders, patients and families