

**CORE VALUES**

**PURPOSE – “The Why”**

Landscape Ontario – Advancing the Industry

**VISION - 24 Months**

Landscape Ontario is the hub for creating sustainable careers

**25 Year BHAG**

#1 Resource with 80% of the industry as members in 25 years

**STRATEGY – “The How”**

- Investment**
  - ... Develop & implement a profitable Hiring Hall Model
  - ... External Technology Consultant (3rd party) - Audit of existing CRM/marketing software of "EPIC" & website
  - ... Recruit a Business Consultant to advise on the implementation & progress of the strategic plan
  - ... Create/Develop marketing strategy for new comers & youth (15-25)
- Education**
  - ... Develop & Implement LO Initiative - Top 100 Employer of Choice - Awards Program
  - ... Bring the training to the members (improve delivery mechanism), expand partnership with vendors
- Communication**
  - ... Improve engagement within Communication Channels - existing & new. Renewal Rate of 98%, increase of 10% membership
- Technology**
  - ... Develop a technology Roadmap and Structure
- Marketing**
  - ... Develop material for Youth (15-25)
  - ... Increase Awareness - Apprenticeship
  - ... Rollout of Strategic Plan to all Members across the Province; launched at Congress/AGM

LEADERSHIP	
* Contributing to the Betterment of Others	
* Integrity – “Walking the Talk”	
* Serving Others. Volunteerism. Giving Back.	
* Taking responsibility & ownership	
COMMUNITY	
* Collaboration	
* Creating a Culture of a Safe Place for the Exchange of Information	
* Networking with Fellow Peers	
PROFESSIONALISM	
* Building Credibility	
* Education & Knowledge	
* Raising the Bar	
STEWARDSHIP	
* Environmental Responsibility	
* Financial Responsibility	