

Bruce County Council Orientation

Values and Mission of the Corporation

- Activity #3

November 22nd, 2018



Strategic Thinking, Planning, Acting and Measuring

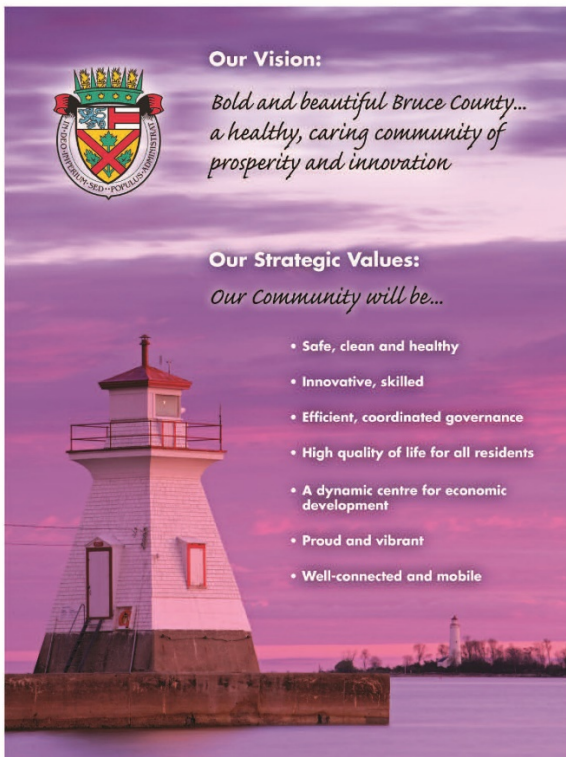
Most organizations go through some type of strategic planning process to determine:

- the direction of your organization (Vision).
- what you're going to do and for whom (Mission).
- how to measure it and guide your strategy to get to where you want to be (Goals).

Normatively involves 5 steps (give or take):

- Step 1: How did we get to where we are now?
- Step 2: Where do we want to go? What is our vision of success?
- Step 3: What is going to get in our way? What do we need to be aware of?
- Step 4: What do we need to do to get there?
- Step 5 (sometimes): How do we measure success?

Bruce County's most recent Strategic Plan covered the time period from 2013 to 2023. It is available [here](#).



Our Vision:
*Bold and beautiful Bruce County...
a healthy, caring community of
prosperity and innovation*

Our Strategic Values:
Our Community will be...

- Safe, clean and healthy
- Innovative, skilled
- Efficient, coordinated governance
- High quality of life for all residents
- A dynamic centre for economic development
- Proud and vibrant
- Well-connected and mobile



Our Strategic Goals:
Bruce County will...

1. Develop and implement tactics for improved communications
2. Leverage technology
3. Find creative new ways to engage our public
4. Find creative new ways to involve all staff in our future
5. Eliminate our own red tape
6. Explore alternate options to improve efficiency and service
7. Stimulate and reward innovation and economic development
8. Actively seek out a post secondary campus for Bruce County
9. Coordinate concerted efforts to advance our agenda
10. Develop Key Performance Indicators (KPIs) that are meaningful and report on them

Almost, if not all of the strategic actions called for in the plan have been accomplished, or now form part of a funded County initiative.

The time is here to develop a new strategy.

Request for Proposals going out in November of 2018, with the proposed kick-off for the new process to begin in January 2019.

Our Commitment to Lean

Lean is the state of an organization that always strives to deliver only value to clients. The means to achieve a Lean state is to continuously optimize the flow of value to clients by developing people to collaboratively solve problems to flow every single day.

Lean for government. It's simple.

Everyone is Lean

Senior management Systems thinking. Future looking.
Mid-management Lead operational change. Manage the present, coach people.
Front line Implement operational change. Day to day continuous improvement.

Lean is science

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graph TD; Plan[Plan] --> Do[Do]; Do --> Study[Study]; Study --> Adjust[Adjust]; Adjust --> Plan;
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CAO's Commitment to Lean

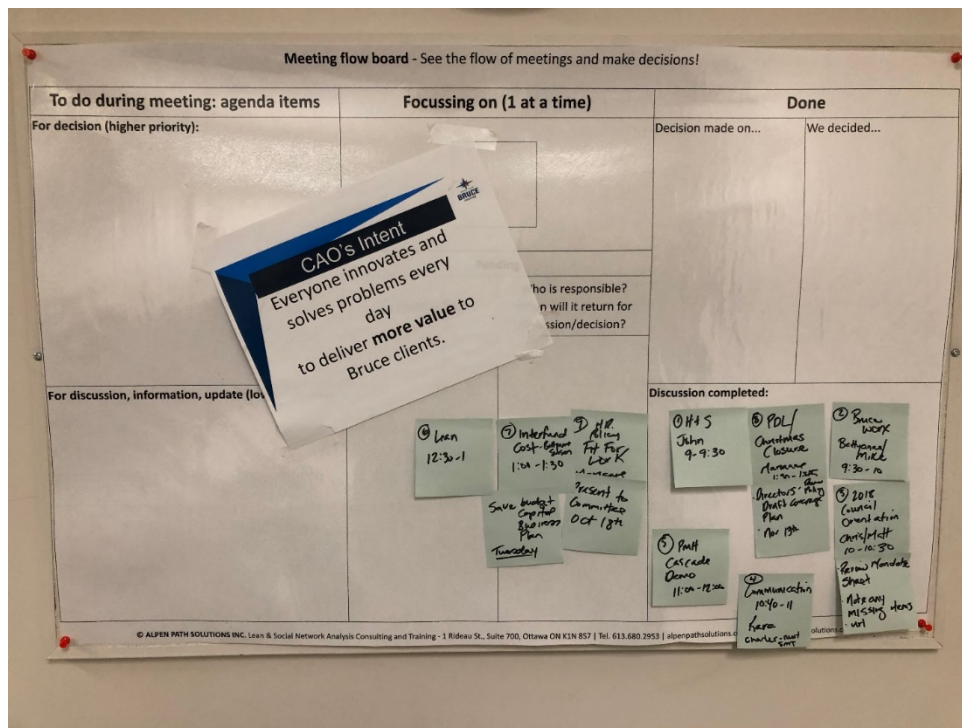
CAO's Intent

"Everyone innovates and solves problems every day to deliver more value to Bruce clients."

Other levels of government, stakeholders and/or clients could take part in Lean events to help identify opportunities and concerns. However, this is not about

how other organizations manage their processes, which we cannot control. Rather, we focus on what we can control.

Lean in Action!



The Brand Promise

A brand is more than a nicely designed logo...



And while our logo has been exceptionally well received by staff and the public, the story of Bruce is pretty amazing! That's what brands are - stories that are passed on from one person or one generation to another. We ALL have an explorer story.

The Bruce County brand identifies positive attributes of the place we call home and creates a unified message that will position Bruce County for a long time.

Research showed us that people love that every day can bring something new, that every journey engages their curiosity, that every trip ends up under the welcome sign of our night sky. The story resonates a description of life here. We challenge all to "be an explorer".



*We are the explorers. The dreamers who take roads less travelled. Those who turn alternatives into sustainable choices. Those who see tried and true as an invitation to try something new. Here's to children who look under rocks. And parents who help with the lifting. Here's to active, inquiring minds, and those with the vision to look beyond obstacles. Here's to celebrating business innovation - and just as important, to exploring farm life in the morning, beach life in the afternoon and bright starry skies all night long. **Here's to the explorers - here's to us.** Bruce County is where those roads less travelled become a journey: In life, in our work, in our communities, and in how we spend our days together.*

The story behind the brand touches on some of the themes that run consistently through the brand - of exploration, innovation and creativity.



More than a place...

Be an explorer.

- We are a Corporate Organization providing services to residents, businesses & visitors.
- As staff, it is important to know the brand story, to include it in our work and in our words.
- While Bruce County is a destination, the brand is a lifestyle based on curiosity and discovery. This is as much about the place as it is about the organization.

Bruce County is also an organization - to which we all belong.

Through the guidance of our Mission Statement, Strategic Plan, Annual Business Plans and Operational review - we provide services to people who call Bruce County home, and to others who find themselves with us.

Bruce County - we have been identified as being informal, approachable, natural. We encourage people to be explorers and use their curiosity to discover what is here.

As a corporate entity - we want to help those we serve discover.



We Are The Guides

- **We** are the source of inspiration.
- Where others see obstacles, **we** find opportunities.
- When individuals struggle, **we** band together.
- When there are questions about the future, **we** find practical answers.

If living in Bruce County is a journey of exploration and discovery, we who work here and serve this community are "the guides".

So the question becomes: what makes an outstanding Guide?

In Bruce County it means;

- ✓ Being accountable beginning to end - actually owning any questions until an answer is found.

- ✓ It means being more adaptable to your surroundings and to your peers.
- ✓ It means being innovative - building bridges, working together to find resolutions - instead of creating obstacles.
- ✓ And genuinely helping the people who live and work here make better individual choices that also reflect the public interest.
- ✓ Ours in an explorer culture. What we discover in that context, working together - just might be amazing!