



## Vision:

Stronger Economies. Better Lives.

## Mission:

To catalyze and strengthen sustainable economic and social growth in Canada and globally through the collaborative approach of our highly-experienced Volunteer Advisors.

## Values:

- Respect for Diversity
- Partnership & Collaboration
- Innovation & Creativity
- Meaningful & Sustainable Impact
- Transparency & Accountability
- Volunteerism & Commitment to Service Excellence

## Overall Strategic Objective

To become an industry leader among volunteer-sending organizations supporting economic and social development in Canada and around the world. We will influence the international development dialogue and continuously bring new and innovative approaches to the sector.

### Objective I: Ignite and support the expansion of CESO programs and services

#### Strategies:

- ✦ Growth and expansion of government-funded programs
- ✦ Expansion of strategic partnerships
- ✦ Enhanced private sector engagement
- ✦ Formalization of a fund development and planned giving program

### Objective II: Optimize operations for client service excellence

#### Strategies:

- ✦ Strong and supported people
- ✦ Exceptional program delivery

### Objective III: Strengthen stakeholder engagement and build the CESO profile in Canada and globally

#### Strategies:

- ✦ Awareness and building CESO profile
- ✦ Enhanced volunteer engagement

## Respect for Diversity

A profound respect for diversity and inclusivity is a part of our DNA, and it comes from a natural openness to and deep appreciation for different perspectives and new ideas. It permeates everything we do and guides our work in Canada and around the world.

## Partnership and Collaboration

We believe the best solutions come out of the convergence of multiple perspectives. We actively seek opportunities to work with others to identify common goals and synergies, and to develop mutually enriching and balanced outcomes. We believe through partnership and collaboration we will continue to push beyond the status quo to achieve exceptional results.

## Innovation and Creativity

We believe there is always a way to push the boundaries to find new ways of solving problems, and that the best ideas emerge from challenges. We know to be truly innovative and creative, we must be open to taking risks and to reimagine 'failure' as a tool for learning.

## Meaningful and Sustainable Impact

We believe our activities are defined by the impact they produce for those with whom we work, and by their sustainability long after our work is done. We accomplish this through the transfer of knowledge and skills by our highly-experienced Volunteer Advisors in a mentorship and advisory capacity.

## Transparency and Accountability

We are consistent, transparent and accountable in our decisions and actions. Our direction is fueled by integrity, and we consider the responsibility we bear to our stakeholders to be of vital importance. We employ a rigorous performance measurement and feedback system both to ensure the effectiveness of our impacts, and to continually learn, improve and evolve from every experience.

## Volunteerism and Commitment to Service Excellence

Active volunteers are an essential element of healthy communities. We encourage and support volunteerism that yields meaningful impacts for our clients and partners, and rewarding and professionally challenging opportunities for our volunteers. We aim to deliver the highest standard of service in everything we do.