



STRATEGIC PLAN | 2022 - 2025

1. Goal
2. Mandate | Vision | Mission | Core Values
3. Strategic goals 2022-2025:
 - Capacity building & Development
 - Empowerment
 - Leadership & Advancement



the goal...

Our aim is to become a community hub for men & newcomers in Alberta & Canada. We will achieve this via:

Our Strategic Plan which details our focus and direction for the next 3 years with goals & emphasis on serving our target community [men & newcomers] and developing resources which cater to the present and future needs of all members.

Three Strategic Pillars:

- **Capacity building & Development**
 - **Empowerment**
 - **Leadership & Advancement**
- We will work on providing relevant and high-value programs & services in an iterative manner to continuously meet our diverse community needs.
 - This Strategic plan will form the framework & guide for the excellent delivery of our services in a manner that positively impacts our stakeholders.



our mandate

Our mandate is to train, develop and equip our community to become fully integrated into the system, becoming leaders who would raise, nurture, influence and mentor successive generations.

OUR VISION

Empowering a generation of Disciplined, Diligent, Distinguished & Discipled men.

OUR MISSION

Equipping men with the teaching, training, tools & resources for personal/professional development

CORE VALUES

Excellence - Establishing & living a lifestyle of excellence

Effectiveness - Responsibility & Reliability

Execution & Growth - Without sustained, planned & intentional growth, people stagnate.



strategic goals 2022 - 2025

We are committed to executing & implementing our mandate through effective delivery of programs which enhance the achievement of these goals.

Leveraging our diverse and extensive wealth of experience across board, we will utilize all resources available to ensure proper engagement and optimal use of our skills and competencies to ensure sustainable, long-term growth & execution of our business/operating model.

Three strategic goals have been identified as our focal point for the next three years...



capacity building & development

We will collaborate with reputable, accessible and experienced institutions & settlement centers to ensure that our community becomes a central hub of men fully integrated into the Canadian culture and system, without losing our individual identities, through directly related programs – **Strategic Visioning, Mentoring & Coaching, Upskilling & Reskilling** and developing the capacity to be agile and relevant in a dynamic global environment.



empowerment

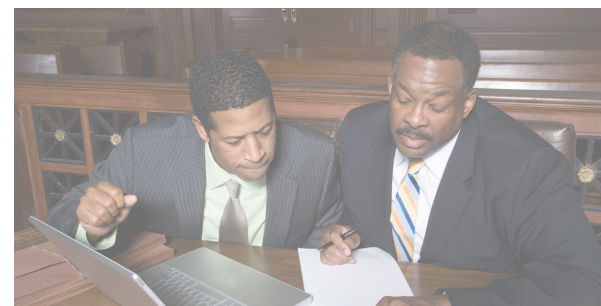
As a direct outcome of capacity building, our programs and activities will be tailored to support and engender a strong community of men, fathers, youth & elderly as a key priority to ensure they are equipped to live fruitful, successful lives – including the capacity to foster a diverse, engaged and self-sustaining group empowered to lead, govern, be involved in policy-making and build exceptional systems that last.



leadership & advancement

Our research has shown three major areas where newcomers & immigrants struggle within the settlement process in Canada. These are 'Communication, Cultural fit and Leadership & Initiative' with Leadership & Initiative having the highest percentage of negative feedback.

We will work on providing relevant, relatable and empathetic programs which will enhance leadership skills, personal/professional career satisfaction and promote growth, proper integration and awareness. Through consistent post-program support, feedback, evaluation & follow-up, they will be primed to become strong, effective and global leaders well-equipped for leadership success, resilience, continuity and impact, raising a future generation of leaders who will be strong pillars of support within the community.



our partners & sponsors





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