



STARTEGIC PLAN

2025

INTERTIDAL SERVICES INC.

ABSTRACT

Intertidal Services Strategic Plan is the framework in which the organization overviews planning for the future and includes reference to organizational opportunities, strategic directions and our commitment to providing responsive services.

Organizational Overview

Mission:

To co-create innovative services envisioned by Individuals facing barriers across rural communities.

Vision:

To cultivate responsive communities who are barrier free

Philosophies:

1. **Person and Family Centered:** Refers to the way of thinking and providing care, services and supports to the individuals and families that we support.

Listening
Planning
Guiding
Supporting

2. **Trauma-Informed:** Recognizes experiences of trauma through committing to not recreate these experiences and provide opportunities of and for healing of the Individual and their family.
3. **Strength-Based:** Provides space and opportunities for skill building and problem-solving that builds on the Individuals strengths.
4. **Trust-Based Intervention:** Intervention model that supports complex developmental trauma and supportive relationships.

Listening

Values:

Empowerment: We provide choice for individuals to make their own decisions;

Accountability: Our agency strives to provide a caring and understanding environment that prioritizes respect for the Individuals we serve through prioritizing a standard and commitment to ethics.

Compassion: We work from the heart and act with compassion in all that we do to provide services that make a difference by listening and acknowledging what is important for everyone;

Equity: We celebrate the diversity of the individuals and families we support as well as the Employees of Intertidal and recognize each person brings forth various backgrounds and experiences, assets and challenges;

Innovation: We are creative in the ways that we improve our practice and work though issues – solutions based.

Strategic Transition

Intertidal Services Inc. has experienced exponential growth over the past two years. The dedication and hard work of our team have been instrumental in maintaining high-quality services during this period of fast growth. Our performance measurement practices ensure that as we grow, the quality of our supports and services continues to improve.

The year 2025 marked a significant strategic planning milestone for us. We conducted a series of focus groups involving employees at various levels to ensure diverse perspectives were included. Importantly, we also integrated the voices of the Individuals we support to shape our direction.

SWOT Analysis

At Intertidal, we are committed to providing person-centered support that reflects our values of respect, inclusion, and continuous growth. This analysis reflects where we shine, where we have room to grow, and how we are preparing for the future. It also guides how we can continue to build stronger relationships with our community and the Individuals we serve.

Strengths

- **Team Resilience:** Our staff work well under pressure and support one another through challenges.
- **Supportive Leadership:** Management is approachable and responsive, fostering trust and autonomy.
- **Strong Communication:** Open, respectful communication helps create a positive workplace culture.
- **Inclusive Environment:** We operate like a family, diverse, welcoming, and deeply connected.
- **Client-Centered Reputation:** Funders and partners trust us for our high-quality, person-first care.
- **Effective Systems:** Our complaint process is clear and trusted, supporting continuous improvement.

Areas to Improve

- **Cross-Team Communication:** We're working on improving communication across departments.
- **Staffing Pressures:** Recruitment is challenging, and heavy caseloads can lead to burnout.
- **Balancing Timelines & Quality:** Tight deadlines and regulatory demands require ongoing attention.
- **Systems Optimization:** Better use of organizational technology will boost efficiency.

Opportunities

- **Filling Service Gaps:** With fewer local care options, we can expand impact through partnerships and advocacy.
- **Improving Health Access:** By supporting transportation and healthcare navigation, we can enhance wellness.
- **Community Education:** Offering free training in mental health, harm reduction, and inclusion can reduce stigma and empower others.
- **Amplifying Voices:** Including perspectives from the people we serve, families, and Indigenous leaders will strengthen our work.

Strategic Goals and Objectives

The SWOT analysis process identified a wide range of broad outcomes and goals that define priority activities to support achievement and internal growth at Intertidal Services Inc. The following is a summary of goals that define the major activity areas that are integral to fulfilling Intertidal Services mission and vision and our passion for providing supports and services within rural communities.

Strengthen Internal Communication and Operational Efficiency

Ensure our systems and workflows support collaboration, reduce duplication, and allow staff to focus on delivering quality care.

- Promote consistent policy adherence.
- Optimize use of technology to streamline daily operations.

Invest in People and Workforce Sustainability

Foster a healthy, inclusive, and supportive workplace culture where staff feel valued and empowered.

- Build on our strengths in team support and communication.
- Monitor caseloads to maintain service quality.

Deepen Community Impact and Partnerships

Expand our presence in rural communities through education, collaboration, and person-centered care.

- Offer community workshops in areas such as mental health and harm reduction.
- Strengthen partnerships with healthcare providers, emergency services and local supports and services.

Advance Equity, Access, and Voice for the People we Support

Ensure that services are accessible, inclusive, and shaped by those with lived experience.

- Support the voices of the Individuals we serve, employees and families.
- Identify systemic gaps in services and advocate for change.

Summary of Previous Strategic Goals

Below is a summary of the key areas we achieved our strategic goals:

Staff Appreciation:

We have focused staff appreciation by recognizing and rewarding staff who go above and beyond. Monthly appreciation efforts, including recognition cards and team-building activities, have boosted morale and helped retain skilled employees

Internal Training:

We provide essential, in-house training on mental health and safety to ensure our staff are well-prepared and confident. This has improved service quality and reduced incidents.

Cultural Diversity and Inclusion:

Our tailored diversity training helps staff understand and respect different cultures. We developed our training to focus on allyship and inclusive practices to create a supportive environment for everyone. Enhanced training is in development to deepen cultural awareness.

Staff Education and Qualifications:

We require clear education standards for all roles to ensure high-quality support and accurate reporting. We also encourage ongoing learning to help staff grow in their careers and strengthen our organization. This has continued to support staff retention and quality care.

Expanded Service Capacity:

With direct licensing from Alberta provincial funders, we have increased our ability to serve more people. This has allowed us to meet the evolving needs of our community.

Moving Forward

Intertidal Services is committed to using this strategic plan as a living guide to improve our services and support for individuals, families, and our community. We will regularly review and update our goals based on feedback and changing needs.

If you have any questions about this document, please feel free to contact our Senior Manager or Quality Improvement Manager. We also encourage everyone to get involved and share their ideas through our strategic planning activities, including surveys and focus group meetings. Your participation helps us grow stronger and serve you better! Intertidal

Services Strategic Plan is available in accessible methods. If you require accommodations requiring this document, please contact the Program Manager for a version of this document that is reflective of your needs.