



Strategic Plan 2024 2028

Leading the Way to
Inclusive Communities.
Live, Work, Play





MURRAY RYAN
Chairperson



HARMAN SINGH
Chief Executive Officer

A MESSAGE FROM OUR CHAIRPERSON AND CHIEF EXECUTIVE OFFICER

Inclusion, independence, person-directed, choice, life-long learning, self-determination, belonging, best practice, welcoming communities... all words that describe and shape the great work Breton Ability has been doing and aspires to do in the future.

The Remedy Report provides Breton Ability with a perfect opportunity to build on our existing programs and create new ones so that the people we support can live the lives they choose as valued members of truly inclusive communities.

We embrace the intent of the Remedy and not only do we want to be a part of it, we believe that Breton Ability is well positioned to be a leader in this transformative change. As such, the Board and Senior Team embarked on a strategic planning process to guide this important work over the next 3 – 5 years. We engaged the input of a wide range of external stakeholders, asking for their thoughts and ideas about the opportunities that will propel Breton Ability forward to the future.



Live Work Play

WITH BRETON ABILITY

These collective efforts resulted in our new roadmap to the future, *Leading the Way to Inclusive Communities: Live, Work, Play*. We are very excited about the possibilities espoused in our new strategic plan and the opportunity to help realize the vision of persons with varying abilities living the life they choose, where they choose, and with a sense of belonging and purpose. As you read on to the coming pages, you will learn more details of the work that will soon be underway, advancing our commitment to *Leading the Way to Inclusive Communities: Live, Work, Play*.

A handwritten signature in blue ink, appearing to be 'Wendy'.

A handwritten signature in blue ink, appearing to be 'Haramanby'.



Mission

We offer a continuum of person-centred and person-directed services and support; through collaboration and partnerships, we promote inclusive communities where persons with varying abilities Live, Work and Play.



Vision

Inclusion, independence, self-determination, and choice of life of all persons with varying abilities.



Culture Statement

We believe in creating a safe, inclusive workplace culture that fosters learning, innovation and service excellence and where each team member feels supported, respected and valued as they support persons with varying abilities by promoting living, learning, and self-determination.



Values

At Breton Ability we hold certain values as basic to the way we interact with each other, with the people we serve and for all who seek our assistance. These values include:

- Accountability
- Innovation & Learning
- Inclusion
- Communication
- Safety & Wellness
- Teamwork



STRATEGIC DIRECTION

Leveraging the Live, Work, Play strategy to help create communities where people with varying abilities are welcomed and included as valued citizens, our new plan is founded on three main pillars.

Strategic Pillar One:

INVESTING IN OUR EMPLOYEES

Retaining our amazing employees, attracting the best people to grow our diverse workforce, and creating an environment that promotes employee health, engagement and productivity is paramount to our continued success.

Objectives:

- We will develop a multi-year Recruitment and Retention Strategy
- We will build a People Development Plan
- We will continue to support a Culture of Wellness for our Employees

Strategic Pillar Two:

PARTNERSHIP AND RELATIONSHIP DEVELOPMENT

Developing purposeful partnerships is a fundamental underpinning of our new strategic plan. We can't do this important, transformative work on our own. As such, this stands alone as a strategic priority and transcends across the other pillars embodied in our new roadmap.

Objectives:

- We will develop a formal business strategy for collaborations and partnerships
- We will engage in campaigns targeted at public awareness, education and perception, helping to ensure persons with varying abilities are safe and welcomed into communities as valued citizens

Strategic Pillar Three:

BUSINESS AND SERVICE DEVELOPMENT

Leveraging our expertise in leading practices, we will design and offer a new continuum of services and supports that promote inclusion/integration and we will adapt our business models to align with the Remedy.

Objectives:

- We will develop a new business model to support implementation of the Remedy.
- We will design and offer a continuum of new services and supports that promote inclusion/integration and align with the Remedy.
- We will develop a strategic marketing and communications plan to enhance our Brand awareness and equity.
- We will invest in technology to support our new business model, including the development of a centralized website to manage requests for services.





MEASURING OUR SUCCESS

We are committed to the ongoing measurement of our results in advancing our strategic plan. We have established SMART goals for our objectives and will be developing the required process, change and performance management plans that will help ensure attainment of our vision of success.

In addition, in alignment with our values, notably accountability, outcomes of our efforts will also be reported in the Board's balanced scorecard.

Finally, we will regularly review our new Strategic Plan in relation to the system change occurring over the next five years and be prepared to pivot as may be required to advance our commitment to Leading the Way to Inclusive Communities: Live, Work, Play.



Breton Ability

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