



STRATEGIC PLAN 2024-2028

STRATEGY ON A PAGE

DIRECTION

PURPOSE	To support Olympic and Paralympic athletes in winning well
VISION	For Canada to be leaders in Olympic and Paralympic sport
MISSION	Enhance the high-performance sport system by providing advice, delivering strategic priorities and providing funding recommendations that align with our funding partner' priorities

STRATEGIC PRIORITIES

- Lead the Pursuit of Podium Performances
- Strengthen the high-performance sport system
- Provide recommendations for optimal resource allocation aligned with funding partner priorities
- Advocate for an increase in financial resources for high performance sport

RESULTS

OUTCOMES	Increase Canada's medal results in alignment with the goals of the sport system
	Inspire Canadians of all ages to play and stay in sport.
IMPACT	Inspire Canadians through sport

VALUES

Excellence

Bold Leadership

Collaboration

Respect

Integrity

Accountability

Diversity

DIRECTION

PURPOSE

To support Olympic and Paralympic athletes in winning well.

The purpose statement of supporting Olympic and Paralympic athletes centres on fostering success through an holistic approach that values not only winning at the highest level but also emphasizes integrity and athlete well-being. It encompasses achieving international success while prioritizing ethical conduct, fairness, and the overall health of athletes, ensuring an optimal pursuit of excellence.



WINNING WELL

Own the Podium is a not-for-profit organization whose purpose is to support Olympic and Paralympic athletes in winning well. It is our goal to help all athletes get to the start line and know they have done everything possible to achieve their performance objectives in a culture of excellence that protects their psychological and physical health and safety. For OTP, participant wellness, both physical and psychological, is a pre-requisite to all athletes, coaches and support staff achieving their performance goals.

VISION

For Canada to be leaders in Olympic and Paralympic sport.

The vision reflects Canada's desire to set the benchmark for excellence, characterized by exceptional coaching, an unparalleled sport system, that provides safe and supportive environments, where athletes can pursue their goals and where our commitment to excellence unites us in a shared pursuit of sporting greatness.





MISSION

Enhance the high-performance sport system by providing advice, delivering strategic priorities and providing funding recommendations that align with our funding partner' priorities.

The mission aims to enhance the high-performance sport system through expert advice, innovation, leadership, research, and data provision for informed choices. An evidence-informed approach is employed, targeting specific initiatives, and providing funding recommendations that align with funding partner priorities fostering not only performance excellence but also the holistic well-being of athletes.

STRATEGIC PRIORITIES



PRIORITY #1

Lead the pursuit of podium performances

Enhance podium performances in targeted Olympic and Paralympic sports by providing technical guidance. This involves enhancing coaching, improving training and competition environments, delivering quality sport medicine and sport science services and backing NSO-led research programs to provide performance solutions. Ultimately, the goal aims to optimize support systems and environments for athletes and NSOs to achieve personal benchmarks and podium success in an environment that protects the physical and psychological health and safety of athletes.

PRIORITY #2

Strengthen high-performance sport system

Lead the development of a positive high-performance sport system that achieves podium performances. This involves enhancing coaching expertise, empowering technical leaders and fostering a healthy culture of excellence across Olympic and Paralympic sports and providing technical support to non-targeted sports. As a prominent organization within the sports system, OTP leads by example and sets the standard in all organizational aspects.



PRIORITY #3

Provide recommendations for optimal resource allocation aligned with funding partner priorities

Optimize resource allocation by providing funding recommendations based on NSO podium probabilities, athlete progress tracking, and identification of NextGen athletes on the podium pathway based on funding partner objectives.

PRIORITY #4

Advocate for an increase in financial resources for high-performance sport

Our goal is to advocate for an increase in financial resources for high-performance sports by identifying efficiencies and gaps that hinder our ability to achieve more podium performances.

STRATEGIC PRIORITIES

<i>PRIORITY # 1 (Performance)</i>	<i>PRIORITY # 2 (Sport system)</i>	<i>PRIORITY # 3 (Resource allocation)</i>	<i>PRIORITY # 4 (Resource acquisition)</i>
<div>1. Athletes in all targeted events are led by world leading coaches.</div> <div>2. Optimal daily training and competition environments that prioritize athlete well-being.</div> <div>3. Performance solutions and decisions are supported by evidence based research programs.</div>	<div>1. High performance directors, coaches, and sport science practitioners have received professional development opportunities.</div> <div>2. Increased use of innovation and science to enhance performance solutions.</div> <div>3. Improved organizational culture within the high performance programs of NSOs.</div> <div>4. Increased the pool of podium potential athletes for upcoming Games.</div>	<div>1. Funding Partners have optimally allocated resources based on their priorities.</div>	<div>1. Increased funding in the high-performance sport system.</div>



RESULTS

OUTCOMES

SHORT-TERM OUTCOMES

1. More podium potential athletes

An increase in the number of athletes with the potential to win medals at the upcoming and subsequent Olympic and Paralympic Games.

2. Elevated the standard of sport excellence within the high-performance sport system

Overall improvement in the quality of training, coaching, support services and culture existing within the high-performance sport system.

3. Enhanced high-performance sport system capacity

This outcome reflects an increase in the overall capabilities and resources of the high-performance sport system. This includes improvements in infrastructure, technology, personnel, and governance, resulting in a more robust and adaptable system capable of effectively supporting athletes, coaches, and stakeholders at every level of their development and beyond.

LONG-TERM OUTCOMES

1. Increase Canada's medal count in alignment with the goals of the sport system.

2. Inspire Canadians of all ages to play and stay in sport.



IMPACT

Ultimately our aim is to impact **how Canadians see and value sport, including sport's role in inspiring Canadians of all ages.**

VALUES

EXCELLENCE

Excellence is a habit. We strive for performance solutions every day within our team and with our partners to drive continuous improvement.

BOLD LEADERSHIP

Forging new paths takes courage. We challenge the status quo by encouraging innovation, supporting calculated risks and empowering the pursuit of excellence.

COLLABORATION

Working together is powerful. We work with our partners to achieve greater success by leveraging personal and collective strengths.

RESPECT

People and their perspectives matter. We show our teammates and partners that we care about the consequences of our actions and treat them with dignity by considering their ideas and opinions.

INTEGRITY

Integrity is the foundation of trust. We are committed to building mutual confidence and trust in all of our relationships through honesty, transparency and fairness.

ACCOUNTABILITY

Owning our actions is fundamental. We consistently meet our commitments and take responsibility for our behaviours and decisions.

DIVERSITY

Difference is valued. We believe in an inclusive culture that empowers all of us to connect, belong and grow.

