



# STRATEGIC PLAN 2025–2028 PRIORITIES & GOALS

**Vision:**  
Be the trusted voice of the executive community that delivers excellence in an agile and inclusive public service.

**Mission:**  
To advance leadership excellence and wellbeing by empowering, connecting, and championing executives from coast-to-coast-to-coast and internationally.

**Principles:**  
empAthetic  
adaPtable  
profEssional  
eXemplary



**Empower**

**To foster individual leadership excellence by:**

*Providing support through individual services, advice and guidance:*

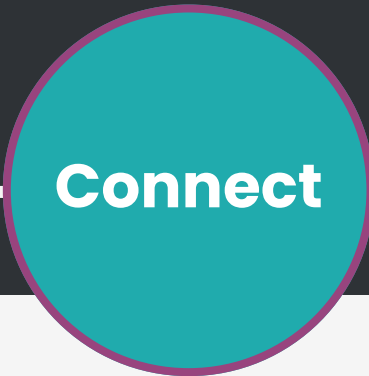
- Advisory Services for Executives (ASE) and individual support on terms and conditions and compensation
- ➔ Expand ASE to strengthen specialization and representation

*Sharing knowledge through mentorship, learning, and resources:*

- Learning events, resources and signature events
- Repository of executive support resources
- ➔ Mentorship program

*Creating strategic partnerships to enhance services for executives:*

- ➔ Increase external partnerships
- ➔ Digital acumen for executives
- ➔ Deliberate approach to new executive onboarding



**Connect**

**To create a sense of belonging by:**

*Building trusted and inclusive networks from coast-to-coast-to-coast and internationally:*

- Ambassador network and in-person regional engagement opportunities
- Collaboration and engagements with other networks (READI, for example)

*Facilitating engagement opportunities for meaningful connection:*

- ➔ Create a *Collaborateurs* network to increase service delivery capacity
- ➔ Create regional chapters

*Convening the community to share experiences:*

- ➔ Increased executive exchange opportunities
- ➔ Revitalize the ADM forum

**Legend:** • Current services and initiatives  
➔ Potential new/enhanced services and initiatives



**Champion**

**To advance community leadership and well-being by:**

*Engaging in evidence-based research to promote inclusive, diverse, equitable, and accessible workplaces:*

- Executive Work and Health Study
- Applied research plan
- ➔ Collate best practices from within the public service

*Influencing public service decisions that impact executives:*

- Enhanced partnership with OCHRO and other key organizations to better serve executive needs

*Recognizing and celebrating successes:*

- APEX Awards of Excellence
- ➔ Incorporate talent management approach for participation in APEX signature events