



STRATEGIC PRIORITIES

March 2025

WBF mission

To foster economic security for women facing barriers to resilient careers in a workforce where they are traditionally underrepresented.



WBF values

- **Integrity** built on respect and trust
- **Health and Safety** is everyone's responsibility
- **Courage** empowers our ingenuity, innovation and sustainable growth.
- **Compassion** nurtures inclusion, teamwork and service to others





WBF vision

Creating one million connections that elevate women's potential by 2035!

WBF Strategy 2023+

Grow our ability to connect more women to resilient careers through values aligned partnerships and a stable funding strategy that supports our core mission





WBF'S 6 STRATEGIC PRIORITIES

1. Our people are engaged

Activate our mission inwards: Invest in and support the hiring, professional development, career pathing and well-being of our staff.

Strengthen our culture: Intentionally build our organizational culture to encompass and reflect our values and embrace innovation.

Embrace DE&I: Fully integrate diversity, equity and inclusion best practices into WBF's Board and Operations.

2. Our clients feel supported and trust us

Build WBF's reputation: Position WBF in the minds of target clients as a place of opportunity.

Support explorers: Ensure women exploring opportunities with WBF are offered a path forward through connection, development of referral.

Support students: Ensure students have consistent, inclusive experiences, inspiring confidence and increasing their skills towards working in industry.

Support alumni: Continue to support personal and professional growth of Alumni by positioning WBF as their lifelong ally.

3. Our partners are committed to our work

Values-aligned employment partners: Expand our values-aligned employment and investor partnerships by establishing new connections and deepening existing relationships.

Build and nurture impactful partnerships and relationships: Embrace collaboration through a network of strategic partnerships and relationships that support and amplify the impact of WBF.

Prioritize reconciliation and reciprocity with Indigenous communities: Open WBF's learning journey to willing partners to amplify Indigenous voices as part of reconciliation.

4. Our programming has positive and reliable results

Relevant and impactful programs: Incorporate forward-looking research, collaboration and flexibility into our program designs to ensure they align with and meet the job skills and workforce demands of the future.

Seize program opportunities: Establish a scalable training model that is responsive to emerging opportunities which can then be efficiently planned and executed

Our ripple effect: Establish an approach for equipping our students and alumni with the confidence and skills required to positively influence diversity, equity and inclusion in the workplace.

5. Our influential voice is valued

Act as a convener and leader towards a more inclusive industry

culture: Through trusting relationships, support of choice partners on their ongoing journey of providing safe and equitable working and learning environments.

Strengthen WBF's impact with employees and trainers:

Intentionally position WBF as a valuable partner for prospective and current training partners and employers as they progress in their diversity, equity and inclusion journey.

Establish our role in advocacy:

Define and implement WBF's strategy for advocating for women's economic security and equal participation in the workplace.

6. Our work is sustainable

Predictable program financials: Establish strong internal capabilities and processes in financial governance, analysis and planning for our programs and operations to inform operational decision-making.

Confidence in funding: Design and implement a strategy for sustainable, diversified funding that continues to leverage current funding that continues to leverage current funding while also seeking new sources.

Efficient and reliable operations that enable growth of impact: Integrated, efficient and innovative planning and operational systems that maximize staff efficiency, reduce unplanned events, reduce overhead burden and enable innovation.

The following 3 priorities overarch all of the 6 Strategic Priorities and amplify WBF's success toward our mission.

Fully define WBF's Diversity, Equity and Inclusion priorities and integrate into all areas of work.

Implement WBF's Indigenous Relations Inclusion Strategy with a desire to serve more Indigenous women through WBF's programs.

Pursue the goal of no harm to people involved in our mission or the environment where we operate. Through a culture of continuous improvement, we will protect physical wellbeing, promote psychological safety, ensure cultural inclusivity and uphold environmental stewardship.

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Our programming has positive and reliable results

Our influential voice is valued

Our work is sustainable



WOMEN BUILDING FUTURES®

THANK YOU