



# 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 employers 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.

**Our people are engaged**

**Our clients feel supported and trust us**

**Our partners are committed to our work**

**Our programming has positive and reliable results**

**Our influential voice is valued**

**Our work is sustainable**



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THANK YOU