



# The 4 Strategy Pillars

High-level strategic priorities for the NEW Scouts Canada Strategic Plan

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Tout commence avec les Scouts.**



# Presentation Objectives

- Provide a high-level overview of the rationale used to select the strategic direction and subsequent (proposed) priorities;
- Provide a high-level overview of the proposed strategic priorities being considered for Scouts Canada's new Strategic Plan;
- Enable stakeholders to provide informed and constructive feedback regarding Scouts Canada's proposed strategic priorities.



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# Scouts Canada's Brand Promise to Parents

“Kids in Scouts have fun adventures discovering new things and experiences they wouldn't have elsewhere. Along the way, kids develop into capable, confident and well-rounded individuals, better prepared for success in the world. Scouts is the start of something great.”

Outdoors / Nature  
=  
New / Different

Scouting  
=  
Unique Adventures

Deliver the  
MISSION



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# Trends & Dynamics Impacting Strategy

- Work-life, family dynamics – pandemic impacts
- Return to nature, outdoors, camping
- Diversity & inclusion
- Reconciliation
- Digital, on-demand
- Membership trends – people join causes
- Micro/episodic volunteering
- Safety, safeguarding
- Climate action



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# 2019 Branding Research: Key Findings and Insights

**Scouts Canada needs to differentiate from other adventure programs (GG, 4-H, Cadets, etc.) using brand attributes that are important to member and non-member parents alike:**



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# Mission: Success from parents' perspective

## Mission

*To help develop well rounded youth, better prepared for success in the world.*

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## Promise

*Adventure (try new things), Discovery, Outdoors*

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## Key Attributes\*

*Self-confidence, interpersonal skills, face challenges (resilience), fun/interesting activities, caring and considerate toward others*

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## Positioning Opportunities

*Resilience, self-confidence*

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*\*top 5 attributes per 2019 Brand Research across highly engaged parent segment (members and non-members)*



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# Strategic Plan Objective

Welcome and engage  
ALL Canadians

“Engage **more people**  
in Scouts Canada’s **MISSION**  
in **different ways**”

Leverage Scouting’s brand  
to engage Canadians in new  
ways

Core activities and  
brand strengths



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# The 4 Strategy Pillars



1. **Strengthen core Scouting program:** deliver a strong core Scouting programs through improved program quality and enhanced the volunteer experience.



2. **Engage Canadians in new ways:** identify meaningful new ways to engage Canadians while leveraging brand attributes and core competencies.



3. **Be inclusive, and pursue Indigenous Reconciliation:** identify opportunities to create a more inclusive organization, and engage Indigenous communities in an authentic Reconciliation journey.



4. **Unlocking the value of our assets:** pursue strategies to unlock the value of properties in non-traditional ways.



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## 1. Strengthen core Scouting program:

Deliver a strong core Scouting programs through improved program quality and enhance the volunteer experience.

### Success looks like:

- Membership in “core Scouting” is >50,000 youth
- Increase in outdoor adventures
- Increase in parents strongly agreeing Scouting delivers core outcomes

### Potential focus areas:

- **Integrated 8-week challenge program blocks** (e.g. Around the World in 60 Days)
- **Make it easier to be a Scouter** (provide effective support)
- **Program / Outdoor Adventure Skill support** (for all Sections, youth and Scouters)



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## 2. Engage Canadians in new ways:

Identify meaningful new ways to engage Canadians while leveraging brand attributes and core competencies.

### Success looks like:

- Canadians introduced to Scouting adventures for the first time
- Thousands of annual adventures powered by Scouts (mission)
- New revenue to support core organization

### Potential focus areas:

- **Family camp programs** (facilitated camping & outdoor activities for the whole family)
- **Learn-to-camp programs** (pre-camp instruction and guided trip)
- **Outdoor skills programs** (staff-led programs for development in individual adventure skills)
- **Staff-led programs** (standardized programming over school breaks, after school, in-school, etc.)



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### 3. Be inclusive, and pursue Indigenous Reconciliation:

Identify opportunities to create a more inclusive organization, and engage Indigenous communities in an authentic Reconciliation journey.

#### Success looks like:

- All Canadians feel welcome and included in Scouting in Canada
- Genuine engagement with Indigenous communities

#### Potential focus areas:

- **Indigenous Reconciliation** (pursue genuine reconciliation with Indigenous communities)
- **Inclusion audit** (audit of Scouts Canada policies, programs, history, etc.)
- **Inclusion Learning** (tips and learning opportunities for all members)



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#### 4. Unlocking the value of our assets:

Pursue strategies to unlock the value of properties in non-traditional ways.

##### Success looks like:

- New revenue to bolster the core organization and fund new mission-enabling initiatives

##### Potential focus areas:

- **Long-term lease** (60–99-year lease agreements for all or parts of properties – retain ownership)
- **Partnerships** (co-use agreements that would allow for shared investment, operations and use of properties)
- **Joint-venture** (for-profit partnerships that would see properties redeveloped as businesses, co-owned by Scouts Canada - campgrounds, etc.)



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# Have your say!

## Complete the Strategic Plan Survey

<https://www.surveymonkey.com/r/TGQWVDJ>



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