

# VALUES & BELIEFS

**CANADIAN SPORT INSTITUTE CALGARY**

**World Leading High Performance Training & Research**



# VALUES & BELIEFS

## CRITICAL ELEMENTS TO OUR CONTINUED SUCCESS

**Our VALUES and BELIEFS provide the foundation for the entire behavior, performance and evaluation of the Canadian Sport Institute Calgary.**

**They are the elements that shape our processes and outcomes, as well as the perceptions that the world at large has of us and what we stand for.**

**Our BRAND shines because of what we say and what we do**



# THE CANADIAN SPORT INSTITUTE CALGARY VALUES

## GUIDING OUR VISION, MISSION, & BEHAVIOR

**Excellence:** We aspire to utilize and will measure ourselves against world leading practices

**Innovation:** We believe innovation is a critical and constant requirement and an expectation for all involved

**Leadership:** We embrace our role as leaders that challenge, inspire, empower and encourage ourselves and our partners

**Integrity:** We believe the integrity of our individual and collective behaviours is the cornerstone of who and what we are

**Partnerships:** We believe it is essential to develop and sustain mutually beneficial partnerships which leverage each party's strengths

# EXCELLENCE

We aspire to and measure ourselves against defined expectations of **EXCELLENCE** in all areas of our activities and relationships

## OUR FOCUS

**Performance**

**Life Skills**

**Partnerships**

**Business**

- We have a firm understanding that to achieve our goals, we must aim for excellence in our progress and not simply in our results
- We believe that multidisciplinary teams of experts can contribute positively to our processes and elevate our performance level to **WORLD LEADING**
- We hold the view that our excellence is measured both on and off the playing surface and during and after an athlete's career
- We recognize the need to act quickly in our problem solving and implementation behaviors
- Wherever possible we seek to establish long term sustainable strategies, rather than short term fixes



# INNOVATION

**We believe that innovation is a critical and constant requirement as well as an expected trait for all involved in our vision and mission**

## **OUR FOCUS**

**Performance**

**Life Skills**

**Partnerships**

**Business**

- We welcome and recognize creativity and resourcefulness in all areas of our core function and beyond
- We know that a world leading organization is a loving community that has to constantly evolve in order to survive and maintain its edge
- We understand that our ability to improve lies with the need to constantly question how, what and why we do things
- We realize that continual improvement is affected by both the effective creep and decisive change in our progress and behaviors
- We act to involve non-traditional or unexpected sources of information and collaboration frequently to ensure systematic decision making



# LEADERSHIP

**We value informed and purposeful leadership and recognize that such direction can come from all stakeholders and across all disciplines**

## **OUR FOCUS**

**Performance**

**Life Skills**

**Partnerships**

**Business**

- We strive to achieve and maintain a world leading reputation for excellence in performance leadership concerning the application of sport science and medicine
- We believe we have a responsibility to lead in the life skills area of an athlete's or coaches' life by providing key information, instruction and mentoring
- We ensure through specific leadership actions that our partnerships and relationships are worthwhile and beneficial to all concerned
- We act to ensure that our business practices are of the highest order in terms of efficiency and effectiveness and a leading example to other organizations
- We recognize that with leadership comes the responsibility to act appropriately and diligently in the pursuit of our short and long term objectives



# INTEGRITY

**We stand by the view that the integrity of our individual and collective behaviors is the cornerstone of who and what we are**

## **OUR FOCUS**

**Performance**

**Life Skills**

**Partnerships**

**Business**

- We hold that clear roles and responsibilities are vital in establishing the rules of behavior and engagement for our experts and partners
- We aim to act in all situations with the highest level of ethical and moral standing expected of a world leading professional group
- We recognize that, notwithstanding our professional opinion, in some situations our client and partner actions may differ from our advice and we will respect this occurrence
- We will be held accountable by the community we serve, as well as ourselves, for our words and deeds



# PARTNERSHIPS

**We will be successful through our authentic partnerships and act to enhance these relationships at every opportunity**

## **OUR FOCUS**

**Performance**

**Life Skills**

**Partnerships**

**Business**

- We expect that our expert group of practitioners will establish and maintain superlative associations and communications with similar professionals around the globe
- We will act to establish rewarding connections and productive networks for all areas of behavior for the Canadian Sport Institute
- We will support our stakeholders, partners, associates and affiliates in the pursuit of their endeavors wherever appropriate and opportune
- We will be judged by the worth our partners and associates place on their relationship with the Canadian Sport institute
- We believe that authentic partnerships will be further strengthened by the Canadian sport institute character of sharing profit and assuming liability for our fraternities and affiliations





**WE ARE...**

**...IT**

**CANADIAN  
SPORT  
INSTITUTE**



**INSTITUT  
CANADIEN  
DU SPORT**