



## **Why do we do what we do?**

- We do it because we believe in Canada and in Canadian athletes;
- We do it for the pursuit of excellence - to operate in a high performance sport environment where we inspire our people to strive for excellence;
- We do it to provide a world leading daily training environment for Canadian athletes and coaches to give them every advantage to win more medals for Canada;
- We do it to support the athletes in their efforts to achieve their dreams and aspirations;
- We do it to develop future leaders in sport, in business and in our communities;
- We do it to inspire our youth - to challenge and stimulate Canadians of all ages and backgrounds;
- We do it because we believe in the power of sport - because sport has the power to unite a country like nothing else.

For a few brief weeks every two years, this country comes alive. We are proud and we celebrate. With the enthusiasm, encouragement and support of Canadians, we started a new era in Canadian sport excellence with the Vancouver Olympic Games in 2010. We saw a change in attitude - we are no longer content with participation. We want to be the best.

At the Canadian Sport Institute, we develop world and Olympic champions. At the end of the athlete's career, we want gold medal athletes as well as gold medal citizens - citizens that are engaged in the community, that give back, that are examples and role models for others, especially our youth. These are our future leaders in sport, in business and in our communities.

We all enjoy and are inspired by watching, or being associated with people that are among the best in their chosen field. Excellence excites and awes. The pursuit of excellence, in itself, is a worthy goal! However, excellence in any endeavour requires a tremendous commitment over a long period of time.

In sport, the ultimate display of excellence is standing on the podium at a major international event like the Olympic/Paralympic Games. Medals are important to Canadians and Canadians want to be known for their excellence. The medal, in and of itself, is not important. It is because of what the medal represents that we should vigorously pursue them.

The medal creates heroes and role models for Canadians, especially for our youth. The medal changes us. New attitudes are formed, new behaviours are developed; people of all ages are inspired and stimulated to get involved, to be active, to participate - not just in sport. The medal stimulates the sport system, it builds community and it can move and unite a country.

Our country is unified when the flag flies and O Canada is heard at benchmark international events. Our mental health is improved when we celebrate Canadian achievement. Winning at the top level provides an international presence for Canada and shows the world that Canadians can compete and win - that we are contenders at the world level.

The medal changes people. The pursuit of excellence allows us to dream, to set and pursue goals, to stretch and challenge our limits. It assists in the development of many transferable skills - teamwork, commitment, goal setting - skills that better prepare us for so many other aspects of our life.

Excellence, both doing our best and being the best, is important on all these levels. We focus our collective efforts on providing the tools to our athletes that will allow them to excel.

We also support their coaches because the coaches take athletes where the athletes cannot go themselves. Coaches prepare athletes for sport and through sport, prepare athletes to be better people.

The Canadian Sport Institute in Calgary is undeniably one of the best Institutes for athlete preparation. Through the leadership, experience and expertise of our "brain trust" we have created a world leading daily multi-sport training environment for Canadian athletes and their coaches. This environment allows them to prepare to compete against the best in the world.