

TNC Strategic Plan 2021-2025

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Executive Summary

The Telemark Nordic Club (TNC) is navigating a world of complexity and change. The TNC Team completed a significant amount of work at a strategic level including Vision, Mission, Values, Strategic Focus Areas, Initiatives and Actions. The series of strategic sessions moved through an exploration process from foundational values/vision/mission through to strategic focus areas to operational actions. As a strategic Board, the direction and path is set while the operational implications and implementation is the responsibility of the operational team.

Guiding Principles

The principles of inquiry were used as guiding ground rules for the session:

- Turn JUDGEMENT into CURIOSITY
- Turn CONFLICT into SHARED EXPLORATION.
- Turn DEFENSIVENESS into SELF-REFLECTION.
- Turn ASSUMPTIONS into QUESTIONS.

The Telemark Nordic Club Vision

Where people go in the Central Okanagan for an outstanding outdoor experience.

The Telemark Nordic Club Mission

Quality facilities, trails and programs supporting Nordic sports and snowshoeing in a friendly, fun and safe environment.

The Telemark Nordic Club Values

Community
Inclusive
Sport

“Culture eats strategy for breakfast”
- Peter Drucker

The Telemark Nordic Club Strategic Focus Areas and Initiatives

Programs

Integration/Planning
Beginner Programs

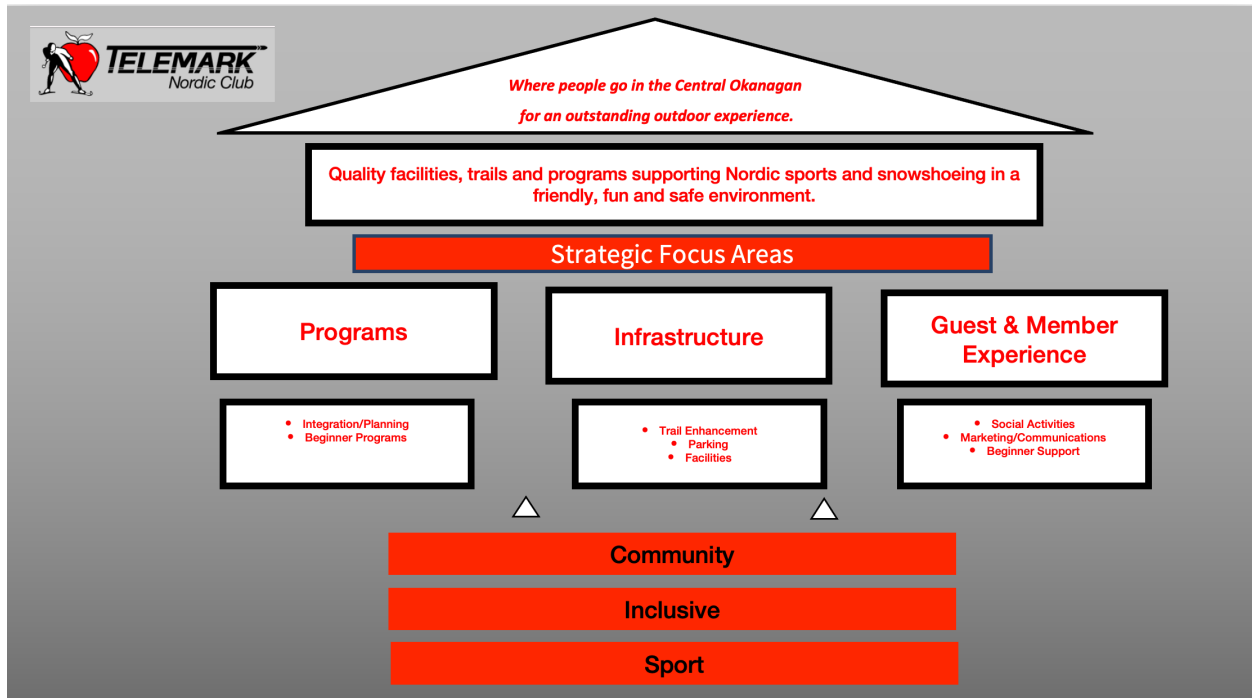
Infrastructure

Trail Enhancement
Parking
Facilities

Guest and Member Experience

Social Activities
Marketing/Communications
Beginner Support

The Telemark Nordic Club Visual Strategic Plan



LEGEND:

- ROOF - Vision/Mission - only needs replacing/attention every 10-15 years
- FOUNDATION - Values - forever/life of home
- WINDOWS/MAIN STRUCTURES - Strategic Focus Areas - attention every 3-5 years
- OTHER - Initiatives - need annual attention and maintenance