



strategic plan

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Summary

The OLA's Strategic Plan: **One Team Ontario** provides the direction and pathway for the growth of lacrosse in Ontario in partnership with key stakeholders of Ontario's associations, executives, coaches, officials, and volunteers who will work together to drive this plan forward to achieve the vision of the Ontario Lacrosse Association.

It is important to understand that this is a strategic plan, as opposed to an operational plan or action plan. This strategic plan is meant to provide an inspiring vision, clear mission, strong fundamental values and the key strategic goals and objectives that can be achieved with impactful actions. Each stakeholder in the game is responsible for developing and aligning their own strategic and operational action plans to deliver upon the strategic plan. All executive members within OLA leagues and clubs are considered key partners who play an important role in driving this plan forward.



Strategic Directions

Direction 1: Lacrosse is for everyone

Goal: Fostering Growth and Participation

Increase the number of players playing the game: youth, participation, high performing and lifelong.

Direction 2: Players first

Goal: Putting the best interest of all players at the centre of our decision-making process

Promote inclusive and equitable access for all players and a passion for a safe, positive, player experience.

Direction 3: Empowering our people

Goal: Supporting and Engaging Members

Embrace a transparent, supportive and comprehensive lacrosse community.

Direction 4: Extending our reach

Goal: Extending out reach and engagement in the community

Create new opportunities to promote programs and bring lacrosse to new communities across the province.

Direction 5: Operational excellence

Goal: Ensuring trust and accountability

An effective governance structure and efficient organizational management.



Strategic Plan Downloads

There are two downloadable versions of the OLA Strategic Plan. You can download the standard PDF document (8.5 x 11) or the Poster Illustration (11 x 17) here.

One Team Ontario OLA STRATEGIC PLAN			
1. LACROSSE IS FOR EVERYONE	BREAKING DOWN BARRIERS OF PARTICIPATION Identify the most common barriers to participation in lacrosse and then look at practical solutions to overcoming them.	FOSTERING A CULTURE OF DIVERSITY AND INCLUSION Become a larger and more diverse lacrosse family by championing the game and developing a province-wide approach to inclusion.	CELEBRATING & ENCOURAGING FEMALE PARTICIPATION Continue to explore new ways to get girls involved in both women's field and box programs not only as players, but as volunteers, coaches and officials with a defined pathway to success.
	PUTTING THE BEST INTEREST OF ALL PLAYERS AT THE CENTER OF OUR DECISION-MAKING PROCESSES		
2. PLAYERS FIRST	CHAMPIONING THE PLAYER DEVELOPMENT PATHWAY Ensure that we have a solid pathway for players to enter the sport and develop to their maximum potential.	MENTORING THE NEXT GENERATION OF LEADERS Implement a leadership strategy to give a voice to and build a sustainable foundation of lacrosse leaders.	ENHANCING THE DIGITAL EXPERIENCE Provide the tools and resources to empower our members while fostering contemporary digital platforms that increase engagement and improve efficiencies.
	SUPPORTING AND ENGAGING OUR MEMBERS		
3. EMPOWERING OUR PEOPLE	COLLABORATING AS "ONE TEAM ONTARIO" Cultivate a spirit of collaboration in our culture that promotes strong connections between sectors.	MENTORING THE NEXT GENERATION OF LEADERS Implement a leadership strategy to give a voice to and build a sustainable foundation of lacrosse leaders.	ENHANCING THE DIGITAL EXPERIENCE Provide the tools and resources to empower our members while fostering contemporary digital platforms that increase engagement and improve efficiencies.
	SUPPORTING AND ENGAGING OUR MEMBERS		
4. EXTENDING OUR REACH	ESTABLISHING PARTNERSHIPS & ALLIANCES Establish strategic partnerships and alliances with diverse organizations, government ministries, and stakeholders to deliver the best opportunities for Ontario lacrosse.	ENHANCING PROMOTION THROUGH COLLABORATION Identify, build and deliver marketing & promotion services that clubs want and need for more widespread recognition and participation across the province.	ONTARIO VS. EVERYBODY Creating opportunities and identifying new ways for Ontario to compete with other provinces and countries.
	EXTENDING OUR REACH AND ENGAGEMENT IN THE COMMUNITY		
5. OPERATIONAL EXCELLENCE	STRENGTHENING OUR LEADERSHIP AND GOVERNANCE Align our planning and policies with our mission and vision statements, which will become the basis for future planning and decision making.	PLANNING FOR THE FUTURE Improve the operational structure of Ontario lacrosse to facilitate and plan for the future.	BRANDING AND MARKETING THAT INSPIRES Strengthen brand recognition and reputation through marketing resources that support our mission and strategic priorities and inspire members.
	ENSURING TRUST AND ACCOUNTABILITY		

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Defining and understanding KPIs

We have outlined some Key Performance Indicators (KPIs) for each strategic direction in these tracking sheets that will help you monitor your progress and keep you focused on outcomes. Review each KPI with your club executive and set a goal for the year for each one. When coming up with your own KPIs, be sure to keep them simple and choose metrics that are easily measured.

Track your progress toward achieving these goals every month using the excel sheets provided here:

[1. Lacrosse is for everyone - Tracking Sheet](#)

[2. Players first - Tracking Sheet](#)

[3. Empowering our people - Tracking Sheet](#)

[4. Extending our reach - Tracking Sheet](#)

[5. Operational excellence - Tracking Sheet](#)



Build Your Implementation Plan

Gather the leaders of the organization and have them independently input ideas to help the club achieve the objectives under each strategic direction. You might want to assign one strategic direction/or objective to each member of your leadership team and have them lead the charge for getting that direction/objective fleshed out. This process should empower people throughout the organization to come up with their own projects and is a great way to gain momentum and buy-in to the strategic plan.

Once you've fleshed out the strategic directions/objectives, get back together as a group and build your implementation plan.

Overcome Business as Usual

Strategy implementation is often the first thing forgotten about when organizations get caught up with routine tasks and no longer have time to focus on the big picture items that will keep the organization moving forward. This is one of the most common reasons strategies fail. We suggest setting aside time to discuss the club's progress and fill in your tracking sheets at monthly meetings.

If implementation becomes overwhelming for the executive to manage while maintaining day-to-day operations, consider striking a committee or task force of coaches, parents, and alumni to help with projects.