

VALUES & BELIEFS

CANADIAN SPORT CENTRE CALGARY

World Leading High Performance Training & Research

Dedicated to the *it* pursuit of excellence



VALUES & BELIEFS

CRITICAL ELEMENTS TO OUR CONTINUED SUCCESS

Our VALUES and BELIEFS provide the foundation for the entire behaviour, performance and evaluation of the CSC 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.

Values - describes a stakeholder's beliefs, attitudes, and the principles that drive their actions

Beliefs - assumptions we make about ourselves and others, and how we expect things to be



THE CSC CALGARY VALUES

GUIDING OUR VISION, MISSION, & BEHAVIOUR

EXCELLENCE

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

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

LEADERSHIP

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

INTEGRITY

We stand by the view that the INTEGRITY of our individual and collective behaviours is the cornerstone of who and what we are

PARTNERSHIPS

We ultimately will be successful through our authentic PARTNERSHIPS and therefore act to enhance these relationships at every opportunity

FUN

We believe that enjoyment and FUN have to be an integral part of our behaviour in order to achieve our vision and mission

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 PROCESSES 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 recognise the need to ACT QUICKLY in our problem solving and implementation behaviours

Wherever possible we seek to establish LONG TERM SUSTAINABLE STRATEGIES, rather than short term fixes

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We welcome and recognise CREATIVITY and RESOURCEFULNESS in all areas of our CORE functions and beyond

We know that a WORLD LEADING organization is a 'living' community that has to constantly EVOLVE in order to survive and maintain it's edge

We understand that our ability to improve lies with the need to CONSTANTLY QUESTION 'how, what and why' we do things

We realise that continual improvement (KAIZEN) is affected by both the 'effective creep' and 'decisive change' in our processes and behaviours

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
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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 coach's 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



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We hold that clear ROLES and RESPONSIBILITIES are vital in establishing the rules of behaviour 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

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We expect that our expert group and 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 behaviour for the CSCC

We will SUPPORT our stakeholders, partners, associates and affiliates in the pursuit of their endeavours wherever appropriate and opportune

We will be judged by the worth our partners and associates place on their RELATIONSHIP with the CSCC

We believe that authentic partnerships will be further strengthened by the CSCC character of sharing 'PROFIT' and assuming 'LIABILITY' for our fraternities and affiliations

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We understand that the workplace ENVIRONMENT has impact upon productivity and performance and, therefore, the CSCC strives for an enjoyable yet determined atmosphere

We know that an ENJOYABLE, though challenging, vocation landscape is likely achieved by an unrelenting adherence to our core values and beliefs

We support the concept of a 'NO-BLAME' culture, where we learn from failures and act to rectify them

We believe that in demonstrating an enjoyable culture to our 'clients' and partners, we can positively INFLUENCE them in their daily lives

We embrace the notion that 'having fun' as individuals and as a community can have positive repercussions and intangible BENEFITS that improve our 'bottom line'

WE ARE ...

...it

