



2025 - 2030

STRATEGIC PLAN



Prepared for:
Judo Manitoba

Prepared by:
Mosaic Engagement

Strategic plan proudly
developed with support from



#MBLLGoodTogether

VISION

A stronger, healthier, more capable community.

MISSION

Provide a fun, inclusive, safe environment to develop personal and physical skills.



VALUES

PERSONAL GROWTH

We value an environment that empowers individuals to achieve their full potential.

SAFETY

We value an environment which promotes physical and psychological well-being.

RESPECT

We value mutual respect and integrity among athletes, teachers, Dojo, and community.

SENSE OF COMMUNITY

We value a sense of community that embraces diverse perspectives, fosters inclusion, and enables every member to thrive.



STRATEGIC PILLARS

1 SPORT INITIATION

Increase growth and diversity of participants across both recreational and competitive streams.

1. Offer NCCP training in accordance with Judo Manitoba's policies.
2. Increase the interaction of judo participants outside of the club setting.
3. Incorporate more fundamental movements and games.
4. Develop strategies for school and recreation programs.
5. Create strategic opportunities to introduce the sport to new audiences and expand its reach.

2 PERFORMANCE PATHWAY

Increase awareness of pathways for different levels of intensity and competition.

1. Enhance talent development pathways by fostering collaboration between clubs and coaches.
2. Leverage high-performance athletes to strengthen inter-club connections and training opportunities.
3. Strengthen financial support mechanisms for athletes by expanding opportunities for individual and corporate contributions.

Tailor developmental plans to the needs and goals of individual Team Manitoba athletes.

1. Promote greater club collaboration by expanding shared training opportunities beyond the provincial training center schedule.
2. Increase funding to support provincial team athletes and enhance their competitive success.

3 TECHNICAL LEADERSHIP

Increase the pool of NCCP coach developers.

1. Continue to recruit candidates to certify as learning facilitators.
2. Promote coach education certification, continuing education, and mentorship.

Increase the pool of referees and technical officials.

1. Develop volunteer recruitment strategy.
2. Identify candidates for mentorship for leadership roles.
3. Ensure recognition and incentives.

4 ORGANIZATIONAL EFFECTIVENESS

Establish a marketing strategy.

1. Establish a promotion/marketing team coordinator role.
2. Expand outreach efforts through diverse communication channels.

Establish a strategic framework for targeted succession planning and leadership development.

1. Develop a comprehensive approach to cultivate and prepare future leaders within the organization.
2. Develop a strategy for volunteer needs.
3. Explore incentive opportunities for volunteers.
4. Implement a recognition strategy to celebrate achievements and enhance volunteer engagement.

