



STRATEGIC PLAN

Inspiring Potential Through Cheer

2025 -
2029

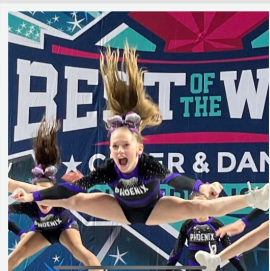
Prepared for:
Cheer Manitoba

Prepared by:
Mosaic Engagement



Strategic plan proudly
developed with support from
Manitoba Liquor & Lotteries

VISION, MISSION & VALUES



VISION

To unite, empower and inspire our communities' potential.



MISSION

We are committed to the development, governance and empowerment of the cheer community through education, collaboration and opportunities.

VALUES

SAFETY

- Prioritize a safe, respectful, and inclusive environment for all
- Following industry safety standards
- Promoting proper training

INTEGRITY

- Open, honest accountability in all interactions
- Clearly communicate decisions and goals
- Commit to transparency

COMMUNITY

- Celebrate being part of the cheerleading and sport community
- Achieve common goals by working collaboratively
- Giving back to communities and supporting development
- Fostering connections that inspire growth and inclusivity

EXCELLENCE

- Encouraging continued improvement while fostering a culture of dedication
- Nurturing skill development and commitment to success for the community as a whole
- Celebrating the growth and contributions of our community



STRATEGIC PRIORITIES

SPORT INITIATION

Outcome 1: Grow our base numbers.

Outcome 2: Increase opportunities for early exposure.

Initiatives:

- Expand rural programming
- Actively showcase the sport to the public
- Explore mutual partnerships
- Develop and support seed programs
- Offer daytime programs
- Expand scholastic programming
- Recruit Leaders

TECHNICAL LEADERSHIP

Outcome 1: Recruit coaches and judges.

Outcome 2: Train coaches and judges.

Outcome 3: Retain coaches and judges.

Initiatives:

- Promote opportunities for financial rewards, honorariums, or incentives for coaches.
- Explore support for scholastic coaches
- Create and promote low-cost training opportunities
- Create fundamental/intro courses and sessions about coaching and judging
- Increase accessibility of training and credentials
- Create and offer ongoing training and practice for judges

PERFORMANCE PATHWAY

Outcome 1: Grow number of high performance athletes (L5, 6 & 7).

Outcome 2: Increase accessibility.

Outcome 3: Grow Team Toba program.

Initiatives:

- Develop and execute marketing campaign
- Create a training program integrating sport psychology, nutrition, strength and conditioning, and other support services
- Host a developmental conference for coaches, judges, and athletes
- Create a strategic plan for Team Toba
- Develop a national advisory committee
- Increase exposure to high-level competition
- Advocate for fair, accessible venues

ORGANIZATIONAL EFFECTIVENESS

Outcome 1: Engaged and accountable Board.

Outcome 2: More engaged membership.

Initiatives:

- Create a positive board culture
- Strengthen onboarding processes and learn from past experiences
- Clarify and be accountable to expectations and responsibilities
- Foster open communication and collaboration
- Enhance member communication and transparency
- Create meaningful opportunities for involvement
- Celebrate member contributions and achievements

