



Every worker, home safe and healthy.

WORKPLACE SAFETY NORTH  
STRATEGIC DIRECTIONS  
**2013-17**





## MESSAGE FROM THE BOARD

The Board of Directors has approved a transformative plan that involves continuously innovating the life-enhancing and life-saving value of what we do, while strengthening our identity and presence in the industries and communities we serve. Each milestone will bring us closer to our vision of every worker, home safe and healthy.

### 2013 - 2017 Strategic Directions

1. Make Workplaces Safer
2. Provider of Choice
3. Employer of Choice
4. Corporate Stability

BILL SHAVER  
Chair, Board of Directors  
Workplace Safety North

## MAKE WORKPLACES SAFER

Workplace Safety North provides knowledge and skills in illness and injury prevention and emergency response.



**Aspiration:** We will be widely known for promoting and enabling improved workplace prevention and rescue practices through our expert and accessible services, helping to ensure every worker gets home safe and healthy.

**Milestones:** To achieve these we will have:

- High-impact system and sector strategies to address the greatest needs of our members — specifically injury and illness prevention services, with a focus on priority hazards and vulnerable workers.
- A sustainable, world-class Mine Rescue program fully funded and staffed in each of the years of the plan.
- Expanded our reach by cultivating industry association partnerships, stakeholder groups, and volunteer networks.
- Increased provincial delivery capacity and delivery channels.

Annually

Annually

2013 - 15

2017



# 2

## PROVIDER OF CHOICE

Workplace Safety North is recognized for our expertise, service excellence and high-value health and safety solutions.



**Aspiration:** We will be the provider of choice for clients in our sectors and communities. Clients will be satisfied that in every interaction, we deliver the best customer service and client experience.

**Milestones:** To achieve these we will have:

- Completed a Voice-of-the-Customer needs assessment and defined and segmented client groups by sectors and communities. 2013
- Achieved our Service Excellence Vision in development and delivery of high-value client services. 2015
- Established and executed marketing strategies focused on sectors, hazards and risks; Mine Rescue; new rate groups; and high-opportunity communities. Annually
- Implemented a revised business development framework for prevention and rescue services employing an account-based approach for corporate clients. 2014
- Increased two-way communication with clients and stakeholders. 2014
- Measured and promoted our clients' experience with WSN and our impact on member performance. Annually

# 3

## EMPLOYER OF CHOICE

Workplace Safety North is recognized for our work environment that attracts, develops, retains and supports top talent.



**Aspiration:** We will be known for our commitment to staff development and positive organizational culture. Employees will recommend WSN as a great place to work.

**Milestones:** To achieve these we will have:

- Achieved national recognition from Excellence Canada in quality and healthy workplace at Level II.

2016

- Developed clear recruitment, development, retention and succession plans to establish and enhance the required skill sets to meet our client needs.

2013

- Negotiated a Collective Agreement that is fair and aligned with our strategic directions.

2013

- Measured our annual improvement in employee satisfaction and in work days lost through illness and absence.

Annually

- Established a compelling employer brand and executed a talent recruitment campaign.

2014 - 16

# 4

## CORPORATE STABILITY

Workplace Safety North will have predictable funding and growing recoveries supported by efficient and effective systems and processes.



**Aspiration:** We will exceed the funded level of service delivery capacities through results-based planning, financial sustainability, modernization, and the competence with which we consistently operate.

**Milestones:** To achieve these we will have:

- Built brand awareness of WSN and the value of our services in our sectors and communities.
- Identified new markets and revenue streams to increase financial recoveries each year at a target percentage above inflation.
- Invested in improving key processes, technology and workflows to improve service delivery efficiencies each year.
- Advocated for an appropriate funding model in support of our mandate and designation.

2015

Annually

Annually

2013 - 14





## MESSAGE FROM THE PRESIDENT AND CEO

Deciding where you will be in five years takes careful planning and consideration. When you are charting that direction for an organization with a vision to save lives, it takes a dedicated team, engaging and listening to the feedback and insights offered by clients, staff, and stakeholders to gain an understanding of where we need to go, and how we will get there. Workplace Safety North's Strategic Plan was shaped, in a significant way, by what we heard are the important factors for a safe and healthy future.

### Thank you to:

WSN's Clients and Stakeholders

WSN's Board of Directors

WSN's Advisory Committees

WSN's Management and Staff

CANDYS BALLANGER-MICHAUD

President and CEO

Workplace Safety North



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