



**WBF™** WOMEN BUILDING FUTURES

# Extraordinary Growth®

**STRATEGIC VISION  
2017-2020**

## OUR HISTORY

*Women Building Futures (WBF) became registered as a non-profit society in 1998. It was a small group of women who set out to fulfill their shared dream of helping women achieve economic prosperity through trades training and mentorship.*

## OUR VISION

*Women Building Futures is valued for empowering women to succeed in non-traditional careers, inspiring positive economic change for women and forever transforming the face of industry in Canada.*

## OUR MISSION

*Economic prosperity for women through assessment, training, job placement and job retention support.*

## OUR VALUES



### Safety

We instill a culture of safety, empowering our graduates to keep workplaces safe.



### Trust

We deliver on our promises and believe others will do the same.



### Compassion

We show humanity and acceptance; we are mindful of the impact of our words and actions.



### Courage

We encourage innovation and accept failures as lessons that make us stronger.



### Empowerment

We instill confidence and autonomy in others and ourselves.



### Teamwork

We collaborate in pursuit of our common vision.



### Sustainability

We commit to building long-term organizational sustainability.

# A MESSAGE FROM OUR LEADERSHIP TEAM

Women Building Futures has travelled a long, rewarding road. In our 19 years as a social purpose organization we've graduated close to 1,500 women. We built the first trades training centre for women in Canada. We've partnered with over 60 employers of choice to get our grads hired in their field.

In 2016 alone, we added 21 female apprentice ironworkers to a trade with only 84 women total. Not only do our programs make a difference for the women we serve, but they are changing the face of trades and occupations in Alberta.

It would be easy to keep going on this familiar path, but we don't believe in resting on our laurels. Now it's time to do even more.

This year we set the stage for our next evolution. We're going to expand our training partnerships, enhance our client services, and build our online capabilities. By 2020, Women Building Futures' programs and services will be accessible to all women, and all employers wishing to hire them.

Sincerely,

**Kathy Kimpton and Angela Armstrong**



President and CEO  
Kathy Kimpton



Board Chair  
Angela Armstrong

*"WBF's strength is the robust effort that is put into identifying the right candidates based on the desired outcome for employment. WBF invests time and energy in the front end, the screening, the identification and the pre-program training such as the Career Builder sessions."*

*Annie Korver, Lead, Employment and Training, Kinder Morgan Canada  
Trans Mountain Expansion Project*

# OUR COMMITMENTS

*Our strategic vision for 2017 to 2020 outlines the commitments we've made to our students, our industry, our employer partners, our stakeholders and ourselves, to be **the best resource for women and employers in the construction and maintenance sector.***

Focusing on our commitment to women, industry, other stakeholders, and our organization, our strategic vision addresses the following eight priorities established by our Board of Directors:

- 1. Quality Services and Training*
- 2. Indigenous Participation*
- 3. Transforming Opinion*
- 4. Strategic Growth*
- 5. Fiscal Sustainability*
- 6. Organizational Capacity*
- 7. Public Relations and Awareness*
- 8. The WBF Way*

The success of Women Building Futures has been the ability to stay ahead of the curve – often driving the curve. Viewed as an industry thought leader and agent of change, Women Building Futures is charged with the responsibility to see beyond the horizon, to seek and identify potential opportunities, and forever transform the face of the industry in Canada.

*“We’ve seen many times how women succeeding in this industry have had a positive effect on the lives of their families and future generations.”*

*Mark Little, President, Upstream  
Suncor Energy*

# OUR COMMITMENT TO WOMEN

*We are committed to improving the economic prosperity and general wellbeing of women through increased participation in trades and occupations where women are under-represented.*

## 1. QUALITY SERVICES AND TRAINING

We will continuously evolve our programs, services, modes of delivery and partnerships to reach and serve more women, and to deliver a greater number of qualified workers to the workforce.

## 2. INDIGENOUS PARTICIPATION

We will create awareness among Indigenous women that will lead to increased graduation and apprenticeship completion rates.

## 3. TRANSFORMING OPINION

We will transform society's view of trades by positioning trades as a first-choice career and lifestyle option for women, and WBF as **the** destination for women who want to explore, enter or advance their career in the trades.



*WBF graduates will find employment in their target industries within six months of graduation - which is above the industry average.*

*"I want to be regarded as an efficient and reliable electrician, and earn myself a good name in my trade. I have my sights set on becoming a successful journeyman and being a positive role model for other apprentices: and, especially for women!"*

*Lotti Rain, WBF Grad, 1st year Apprentice Electrician*

## CORE METRIC



Industry  
Satisfaction

*Our industry partners will  
recommend hiring  
WBF Graduates.*

## OUR COMMITMENT TO INDUSTRY

*We will be a strategic resource for industry by supporting the successful hiring, retention and advancement of women in under-represented trades and careers through WBF's competency-based training model that ensures graduates exceed industry standards for safety and productivity on the job.*

### 4. STRATEGIC GROWTH

Working with industry leaders and using future-focused labour market information, we will drive strategic growth in programming and services across Canada.

## CORE METRIC



Achieve  
Organizational  
Goals

*We will meet or  
exceed our  
organizational goals.*

## OUR COMMITMENT TO STAKEHOLDERS

*While adhering to our mission, vision and values, we will challenge the status quo, influence policy, and steward resources in a responsible manner.*

### 5. FISCAL SUSTAINABILITY

Our future-focused, disciplined business model will mitigate financial risk through realistic allocation of resources and diversification of revenue sources.

# OUR COMMITMENT TO OUR ORGANIZATION

*We are committed to being one of Canada's best places to work and will develop a culture worthy of celebrating by honouring our values of safety, compassion, teamwork, empowerment, trust, sustainability and courage. We will future-proof our organization by driving change, disruptive thinking and innovation.*



*Our employees will recommend WBF as a place to work.*

## 6. ORGANIZATIONAL CAPACITY

We will ensure we are operating in an efficient and effective manner by creating an organizational foundation based upon excellence in people, processes and planning.

## 7. PUBLIC RELATIONS AND AWARENESS

We will strategically build and manage relationships to expand on opportunities to tell *The WBF Story* through formal and informal means.

## 8. THE WBF WAY

We will remain distinct by being true to our mission and mindful of our values. We will embrace diversity and foster a culture of mutual respect and understanding.

*"I am proud of how WBF is changing the face of industry in Canada. We continue to lead our women in the right direction of success in the construction industry."*

*"I'm able to do the things  
I've always wanted to do,  
like donate to rescue societies  
and start up an RRSP and create  
and plan for my future."*

*"I love my job and I'm getting  
really good at it!"*

*Tracy Charles, WBF Grad,  
Operator Readiness Program, 2017*



## **WOMEN BUILDING FUTURES**

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