

# Business Strategy

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## 2012-2017



# Foothills Research Institute

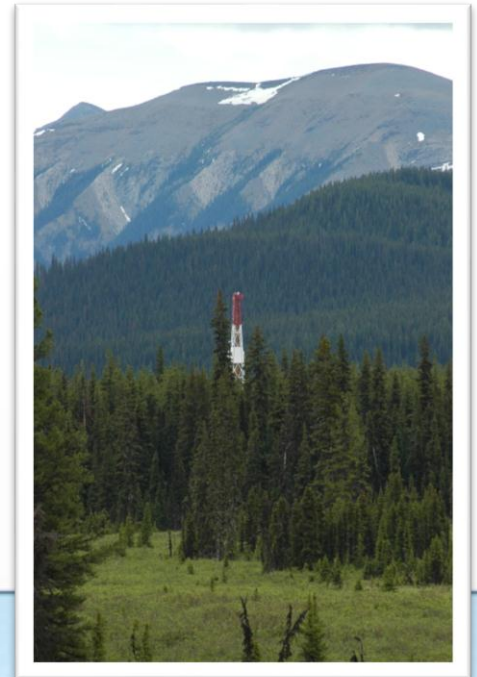


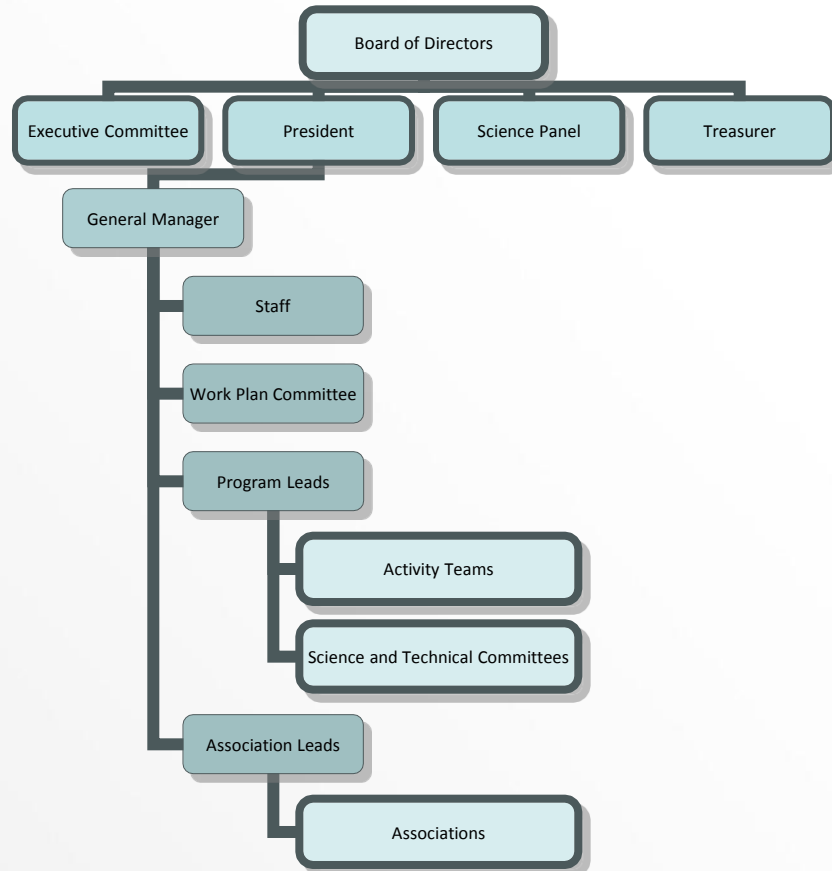
- Non-profit founded in 1992
- Partner supported research and extension
- Management-research collaboration
- Operate in 5-year phases
- Revising our 5-year Business Strategy for the next phase 2012-2017



# Process

- Board strategy session June 2011
- Draft October 2011 for general review and comment
- Final Business Strategy December 2011
- 5-year Implementation Plan March 2012





# Goals



**Partnerships:** Nurture and expand FRI partnerships.

**Geographic Scope:** Expand the FRI geographic scope to encompass the interests of our partners as appropriate for each program.

**Business Portfolio:** Review and expand the FRI business portfolio based on partner priorities.

**Knowledge Transfer:** Develop new innovations to transfer knowledge to FRI partners and external audiences in ways they can use and get value from.

**Partner Outreach and Support:** Contribute to the success of FRI partners.

**Land and Resource Management:** Contribute to improved land and resource management in Alberta and beyond.

**Reporting:** Report to FRI partners and audiences on our achievements and progress.

**Resources:** Expand FRI resources and investment.





# Partnerships

- Shareholders
- Sectors – Aboriginal and ENGO
- Collaborations with others
- Networking
- Value reporting



# Geographic Scope

- Scope defined by our partners and programs

Coordination and writing: FinalEyes Communications Inc. | Design: Studio X Design & Illustration, Bubbleup Marketing Corp.



# Business Portfolio

- Criteria, Themes and Programs
- Expansion and reorganization
  - Shared footprints
    - Access Management
    - Reclamation
  - Biodiversity
    - Caribou
    - Native fish (Arctic grayling, Athabasca rainbow trout, bull trout)





# Knowledge Transfer

- Land-use Knowledge Network
- Knowledge transfer partnerships
- Expand audiences and delivery methods



# Partner Outreach and Support

- Innovation awareness and support
- Innovation catalogue
- Demonstration projects
- Assist partners with implementation
  - Design
  - Monitoring
  - Evaluation



# Land and Resource Management



- Land-use Knowledge Network
- Document and report FRI influence
  - Policy and practices
  - Land and resources



# Reporting

- Track total value
- Start reporting on how FRI helped our partners
  - Contributed to their success
  - Influenced land and resource management





# Resources and Investment

- New revenue sources
- Multi-year funding
- Leverage and value assessment
- Human resources



# Next Steps

- Input is welcome!
- Sign-up to get a copy of the draft
- Send your comments to me  
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