

# Resolve Counselling Services Canada Strategy Map

2020-2025


## OUR VISION

Resolve Counselling Services Canada is a recognized leader of life-enhancing counselling services


## OUR MISSION

Resolve Counselling Services Canada provides quality counselling services to significantly improve the social, emotional and economic well-being of individuals and families


## Impactful Outcomes

	Community Services	Clinical Services (Counselling, EAP, Education & Consulting)	Community Connections
<p>To meet the needs of the people we serve</p> 	<p><b>We will ensure:</b></p> <ul style="list-style-type: none"> <li>• Clients are at the center of high quality, responsive &amp; timely services</li> <li>• Services are aligned to community need through collaborative approaches with community partners</li> <li>• Programs are financially sustainable</li> <li>• Client impact is demonstrated through quality data</li> </ul>	<p><b>We will ensure:</b></p> <ul style="list-style-type: none"> <li>• Clients are at the center of a high quality, responsive and timely counselling continuum</li> <li>• We are the provider of choice for high quality Employee Assistance programs (FSEAP), education and training programs &amp; consulting services</li> <li>• Programs are financially sustainable</li> <li>• Client impact is demonstrated through quality data</li> </ul>	<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• Build capacity and trusting win-win relationships with our partners</li> <li>• Be clear and accountable about what we offer and how to access our services</li> <li>• Raise community awareness and funds to support our services</li> </ul>


## ACCELERATING OUR IMPACT

	<b>Collaborative</b> Community Services	<b>Responsive</b> Counselling , EAP, Education & Consulting Services	<b>Integrated</b> Community Connection
<p style="color: #0070C0; font-weight: bold;">So we can operate with effectiveness and excellence</p> 	<p><b>We will excel at:</b></p> <ul style="list-style-type: none"> <li>• Providing evidence –informed, client centered services through programs aligned with community need</li> <li>• Creating opportunities for client engagement and feedback</li> <li>• Providing timely data to inform program decisions</li> <li>• Utilizing technology to increase responsiveness and streamline client experience</li> <li>• Marketing and new business development, community outreach and financial literacy education</li> <li>• Process improvements to streamline administrative functions and increase efficiency</li> </ul>	<p><b>We will excel at:</b></p> <ul style="list-style-type: none"> <li>• Providing clear and consistent clinical pathways that are evidence – informed, sustainable, and aligned with community need</li> <li>• Standardizing our approaches and processes</li> <li>• Growing our business in the EAP/consulting sector</li> <li>• Effective client management and engagement</li> <li>• Providing timely data to inform program decisions</li> <li>• Creating an environment that fosters and supports clinical excellence</li> <li>• Ensuring on-going training, supervision and peer support</li> </ul>	<p><b>We will excel at:</b></p> <ul style="list-style-type: none"> <li>• Communicating broadly about what we offer and how to access services</li> <li>• Developing relationships with community partners</li> <li>• Collaborating as part of a sector wide response to the delivery of mental health services in our community</li> <li>• Aligning our programs to meet community needs within available resources</li> </ul>

## DRIVING OUR IMPACT

	Supportive Culture	Passionate People	Robust Infrastructure
<p><b>To build a strong and prepared team</b></p> 	<p><b>We must:</b></p> <ul style="list-style-type: none"> <li>• Nurture an environment of openness and trust</li> <li>• Foster excellence in client service provision</li> <li>• Create an environment where staff can learn and innovate with ease</li> <li>• Engage staff in change processes</li> <li>• Communicate widely what is being planned and what is expected of everyone</li> <li>• Reinforce value/sense of belonging for all</li> <li>• Develop cross-agency teams to build bridges and foster collaboration to generate cross agency solutions</li> </ul>	<p><b>We must:</b></p> <ul style="list-style-type: none"> <li>• Review roles and responsibilities of management and align to achieve outcomes</li> <li>• Apply HR Policies consistently</li> <li>• Support training and professional development</li> <li>• Cultivate a work environment of wellness and work-life balance</li> <li>• Encourage a robust, flexible organizational culture and infrastructure that is aligned to our vision, mission and outcomes</li> <li>• Review full-time/part-time staffing ratio and schedule to ensure maximization of resources</li> </ul>	<p><b>We must:</b></p> <ul style="list-style-type: none"> <li>• Develop an IT and technology plan</li> <li>• Upgrade case management system</li> <li>• Ensure systems work together / interface to streamline and eliminate processes done by hand</li> <li>• Develop social media strategy to align with fundraising goals</li> <li>• Achieve better data collection system/dashboards to track work being done/to provide daily feedback/track progress</li> <li>• Increase use of customer experience tools and applications e.g. after-hours service; client satisfaction surveys etc.</li> <li>• Incorporate webinar technology e.g. to deliver EAP and Consulting Wellness workshops</li> </ul>

## SUSTAINING THE PATH TO IMPACT

	Astute Resource Management	Continuous Quality Improvement	Community Engagement
<p><b>We use our resources wisely</b></p> 	<p>We will:</p> <ul style="list-style-type: none"> <li>• Allocate financial and human resources in alignment with our vision, mission and strategic priorities</li> <li>• Grow our value-added funding sources and pursue new business</li> <li>• Maximize operational efficiencies</li> <li>• Ensure our staff have the time and resources needed to fulfill their accountabilities and respond to changing needs</li> <li>• Achieve a responsible, balanced budget</li> </ul>	<p>We will:</p> <ul style="list-style-type: none"> <li>• Develop key performance metrics/analytics to track and report on progress</li> <li>• Implement continuous improvement processes towards achieving improved outcomes and efficiencies</li> <li>• Develop a 3-5 year fundraising plan</li> <li>• Implement staff satisfaction survey</li> <li>• Develop program support manuals</li> <li>• Develop cross-training opportunities</li> <li>• Conduct Program Reviews including cost-revenue analysis</li> <li>• Create cross agency task groups to generate innovative approaches and process improvements</li> </ul>	<p>We will:</p> <ul style="list-style-type: none"> <li>• Collaborate with our community partners to ensure access to community mental health services</li> <li>• Continuously aligning our community program offerings with community need</li> </ul>

### Guided by our Values

Compassion & Respect for All   Inclusion & Diversity   Collaboration & Partnerships   Accessibility   Responsiveness   Accountability & Effectiveness   Care for Clients and Employees