



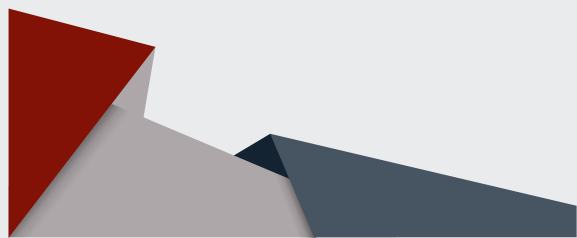
PEGASUS Institute

**STRATEGIC
PLANNING REPORT
2023-2025**



Land Acknowledgement

PEGASUS Institute's home base is located in Waterloo, Ontario. This land is part of the Haldimand tract, which is the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. We are grateful to the First Nations, Métis and Inuit people who allow us to share this land.



Strategic Planning

As PEGASUS Institute continues to grow, it is important to review where we have come and where we want to go. Our vision statement is our organization's identity, the mission represents what we want to accomplish through that vision, and our strategic pillars are the beacons that guide our journey to get there.

This document lays out the roadmap of how we as an organization make the maximal impact on the world and how we can track and measure this progress. This is an ongoing process, and this document forms a new framework within that process.



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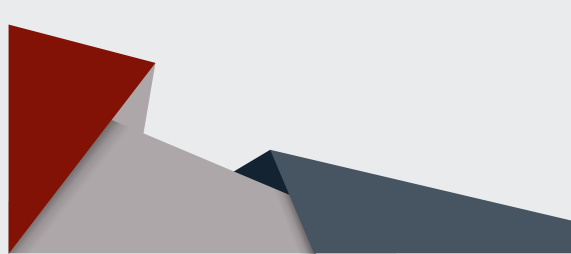
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Objective Metrics



Background/Contexte

In October 2023, PEGASUS Institute's Board of Directors, Advisory Board and several key stakeholders gathered to establish our path going forward. The results of these discussions highlighted key areas for growth and planning.

1

The need to refine our vision and our mission

2

Identifying our strategic pillars

3

Establishing achievable objectives aligned with our mission

4

Creating a metric system for measuring success

5

A timeline to complete these objectives



Our Identity/Notre Identité

Past Vision

We envision a world where peaceful interaction provides for sustainable global health.

Updated Vision

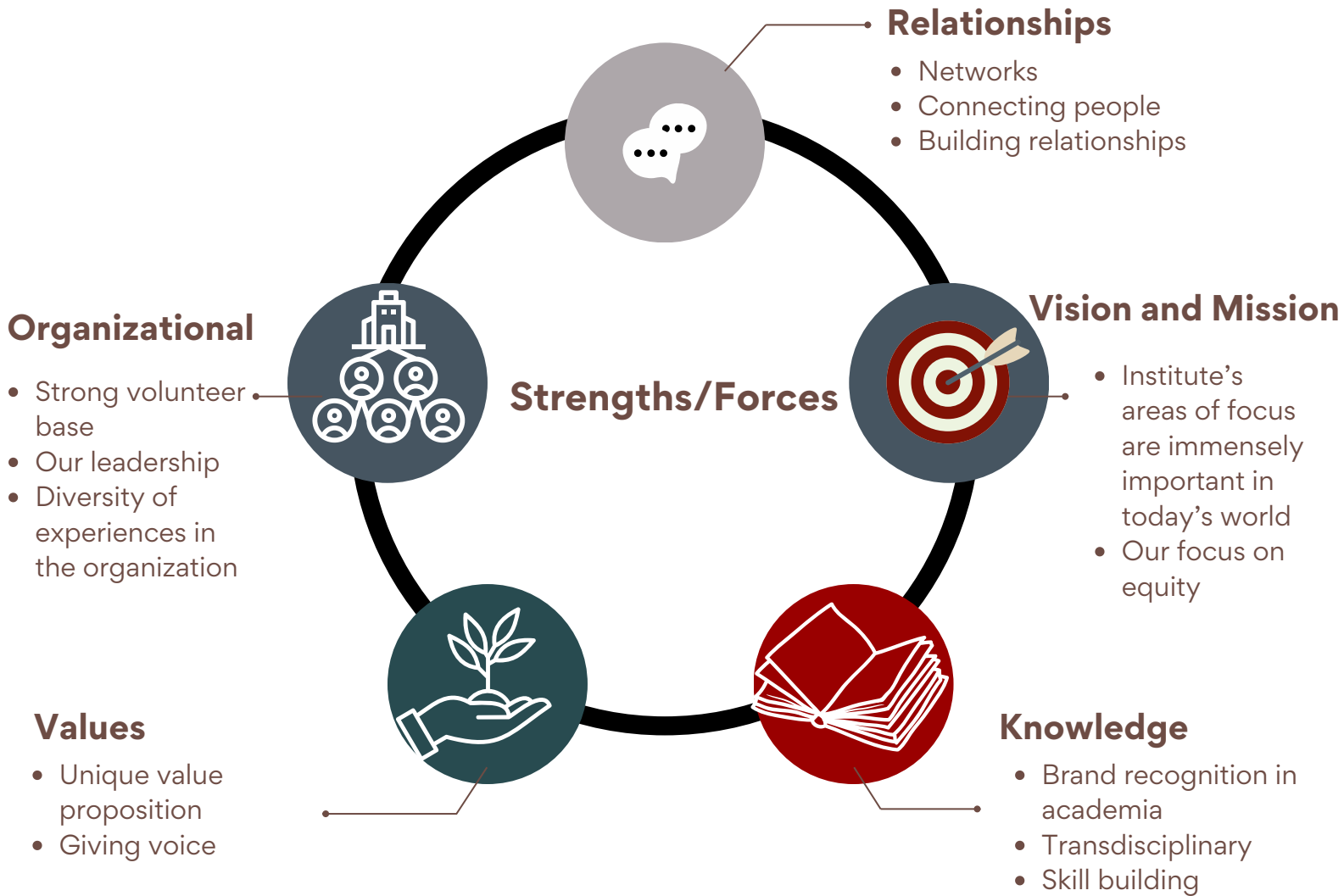
We aspire to nurture meaningful, reciprocal relationships to promote peace, sustainability, and health for all.



SWOT Analysis

Strengths

Our strategic planning team performed an analysis of our strengths, weaknesses, threats, and opportunities. The results were as follows.



SWOT Analysis

Weaknesses

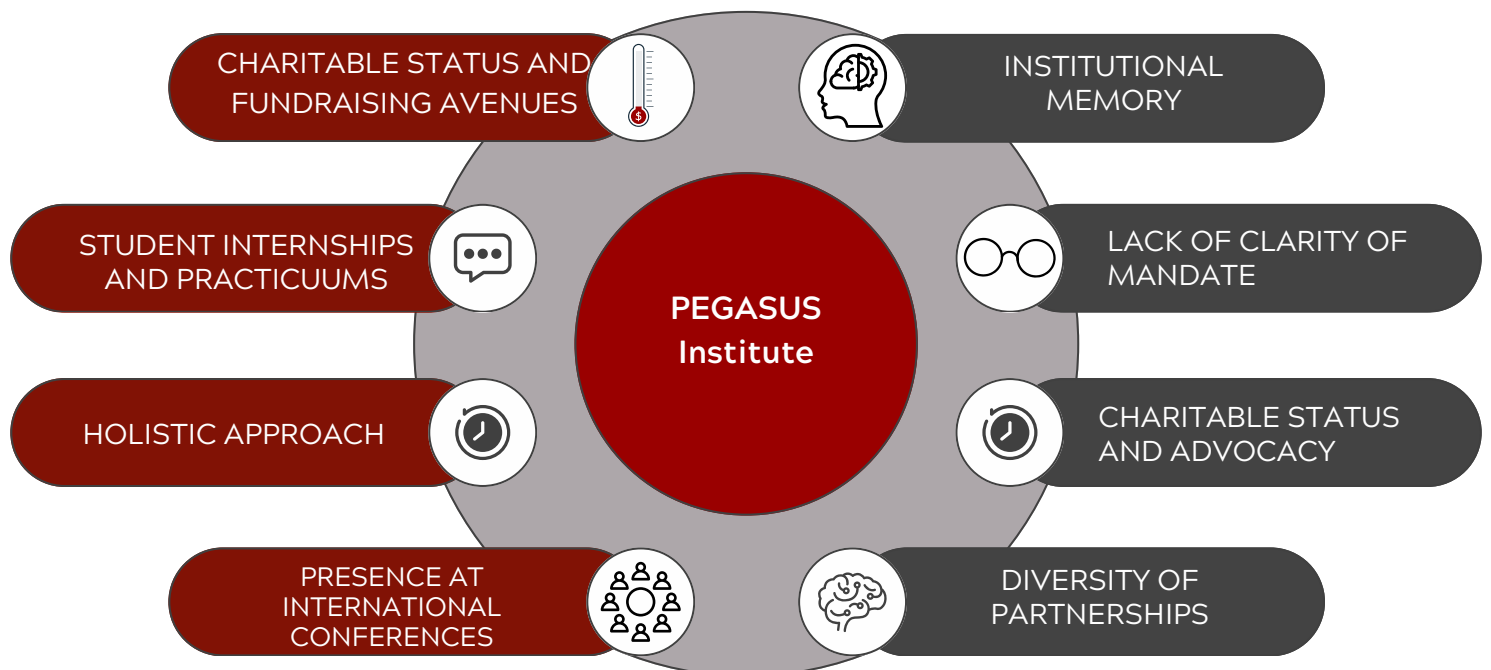


SWOT Analysis

Threats and Opportunities

OPPORTUNITIES/
OPPORTUNITÉS

THREATS
/MENACES






Our Mission/Notre Mission

To engage in collaborative knowledge exchange, network formation, and research activities that address the interconnections between peace, environmental sustainability and health for all.



Strategic Pillars/Piliers Stratégique

We identified three strategic pillars to guide our objectives:

- Engagement A network diagram consisting of a central cluster of person icons connected by solid lines, surrounded by a larger, fainter network of dots and lines.
- Equitable partnerships A simple line drawing of two hands shaking, symbolizing a partnership or agreement.
- Knowledge Exchange A simple line drawing of a lit lightbulb, symbolizing an idea or knowledge.

Objectives/Objectifs

Engagement

1

1. Increase number of active members.
2. Increase participation of members in events
3. Increase development, creation, publication and sharing of content that engages diverse local, national and international individuals and communities.
4. Offer a variety of educational programs (workshops, courses, webinars, roundtables etc.) that engage diverse local, national and international individuals and communities.
5. Increase social media engagement by 100 followers in the next 2 years.

Objectives/Objectifs

Equitable partnerships

2

1. Formalize partnerships with organizations.
2. Engaging with communities/partners with lived experiences regarding our three core values.
3. Ensure that all projects, programs and publications are co-created with end-users, beneficiaries and local communities (building ownership of the process as much as the outcomes of the research, research, monitoring and evaluation directly informs decision making and planning processes).

Objectives/Objectifs

Equitable partnerships Cont.

4. Include principles of equality, mutuality, diversity, inclusion, reciprocity, and respect in all work that we do and openly recognize and ensure a mutual understanding of contextual backgrounds as well as capacities, priorities, timelines, incentives, structures, practices and motivations.
5. Explicitly acknowledge power relations and differences and how this influences partnerships, and challenge unequal, colonial and/or unbalanced hierarchies.
6. Improve trust building, transparency and accountability through regular, open and honest communication and discussion.

Objectives/Objectifs

Knowledge Exchange

3

1. Expand the reach and dissemination of our educative resources.
2. Co-creation of stories, videos, interviews and other media that highlight lived-experiences of partnering community members.
3. To ensure interdisciplinary collaboration and capacity building to share and deliver high quality, relevant outputs, and facilitate research and innovation among partners.
4. To collect and elicit feedback from partners, members, stakeholders etc. to monitor, evaluate and communicate our impact, and reflect, learn and improve.
open, connected, and proactive, promoting.
5. To foster mutually beneficial exchanges of knowledge and expertise.
6. To convene groups and individuals who can inform our understanding, listen, learn and collaborate through the sharing of information, wisdom and knowledge.

Objective metrics

Engagement

1

1. Increase number of members
 - a. An increase in number of members in networks
 - b. Number of attendees of webinars and events

Equitable partnerships

2

1. Formalize partnerships with organizations
 - a. Sign at least one memorandum of understanding per year with an organization
2. Engaging with communities/partners with lived experiences regarding our three core values
 - a. Form at least one partnership per year
 - b. Survey current members to determine the communities they are part of



Objective metrics

cont.

Knowledge Exchange

3

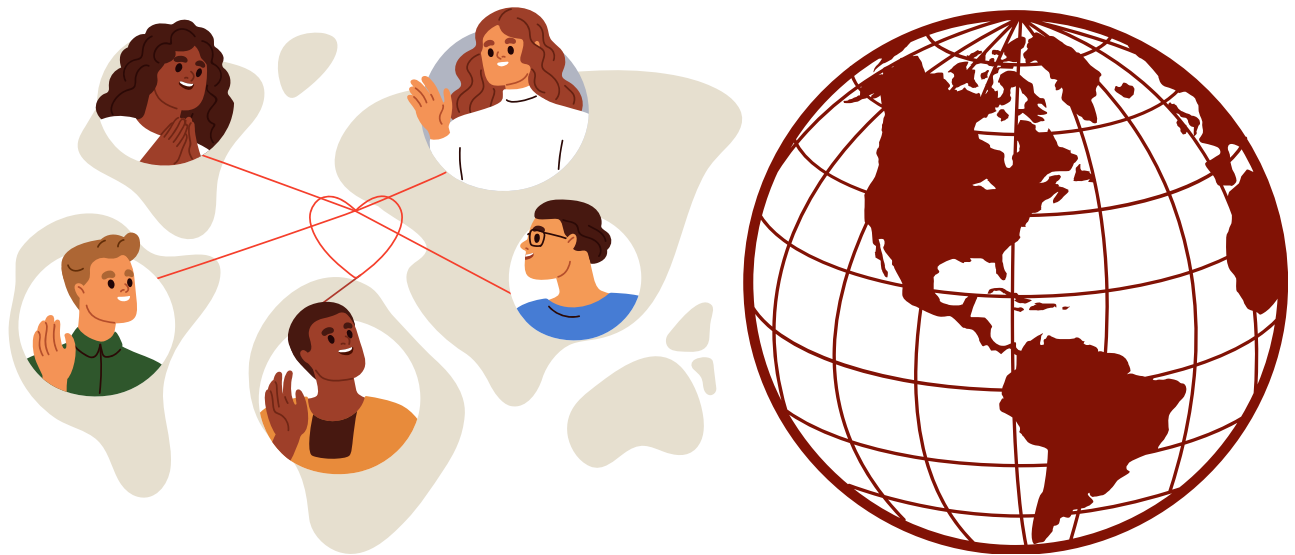
1. Expand the reach out our educative resources
 - a. Sharing resources among organizations tied to our three focus areas. Aim to establish one new connection per year.
2. Co-creation of stories, videos, interviews and other media that highlight lived-experiences of partnering community members
 - a. Create at least one quality media item per quarter that is co-created with the partner community members
 - b. Collection of quotes and narratives that highlight and deepen understanding of lived-experiences of members
3. Disseminate qualitative surveys and feedback forms to better understand our impacts and areas for improvement in knowledge engage activities.



Next Steps/prochaines étapes

With our vision, mission and strategic pillars established, we will continue the iterative process of strategic planning to develop the timelines and activities that will accomplish our objectives in line with our vision and mission.

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