

Mission, Vision, Values

Mission

The mission is the “why” of an organization; its reason for being. The mission of CPHR Manitoba is: Advancing the human resource profession

Vision

A vision statement provides a view into the future and broadly sets out what the organization wishes to accomplish. CPHR Manitoba’s vision is:

There is wide acceptance by all stakeholders that CPHRs positively impact leadership, employees, organizational health and organizational performance. There is an increased demand for CPHRs in all organizations. The CPHR designation is highly desired by students, human resource practitioners and the business community. CPHR Manitoba influences government, the business communities and its members. The CPHR designation and the profession are synonymous.

Values

Values are shared beliefs that guide the behaviour of individuals and the team in the organization. The values of CPHR Manitoba are:

- **Achievement** – This value is about our approach to our work and reflects competence, knowledge, continuous improvement, excellence, goal-orientation and a passion for our work.
- **Relationships** – This value is about how we treat others and the relationships that we build with our members, partners and each other. It reflects responsiveness, respect, compassion, collaboration and member-orientation.
- **Integrity** – This value is about how we conduct ourselves and reflects accountability, transparency, ethical behaviour, professionalism and honesty.
- **Innovation** – This reflects the value of new approaches and continuous improvement.

Strategic Plan Overview



In order to realize the vision, CPHR Manitoba's strategy focuses on three pillars:

Pillar 1 Promote the CPHR Brand

Objective 1: Increase the Perceived Value of the CPHR Designation by all Audiences

Objective 2: Encourage CPHR Members to Become Brand Ambassadors

Objective 3: Foster Understanding Around the Evolution of The Designation

Pillar 2 Support CPHR Development

Objective 1: CPHRs Fully Demonstrate the Value Proposition Through Certification and Continual Learning

Objective 2: Maintain Influence with CPHR Canada and the Provincial HR Associations

Objective 3: Build an Engaged HR Community

Pillar 3 Foster Public Confidence in the Profession

Objective 1: To Be Viewed as a Credible Partner by Government Relating to Labour, HR, and Employment

Objective 2: To Demonstrate Credibility for the CPHR Brand to the Public