

Saskatchewan Economic  
Development Alliance

# STRATEGIC PLAN

2025-2028

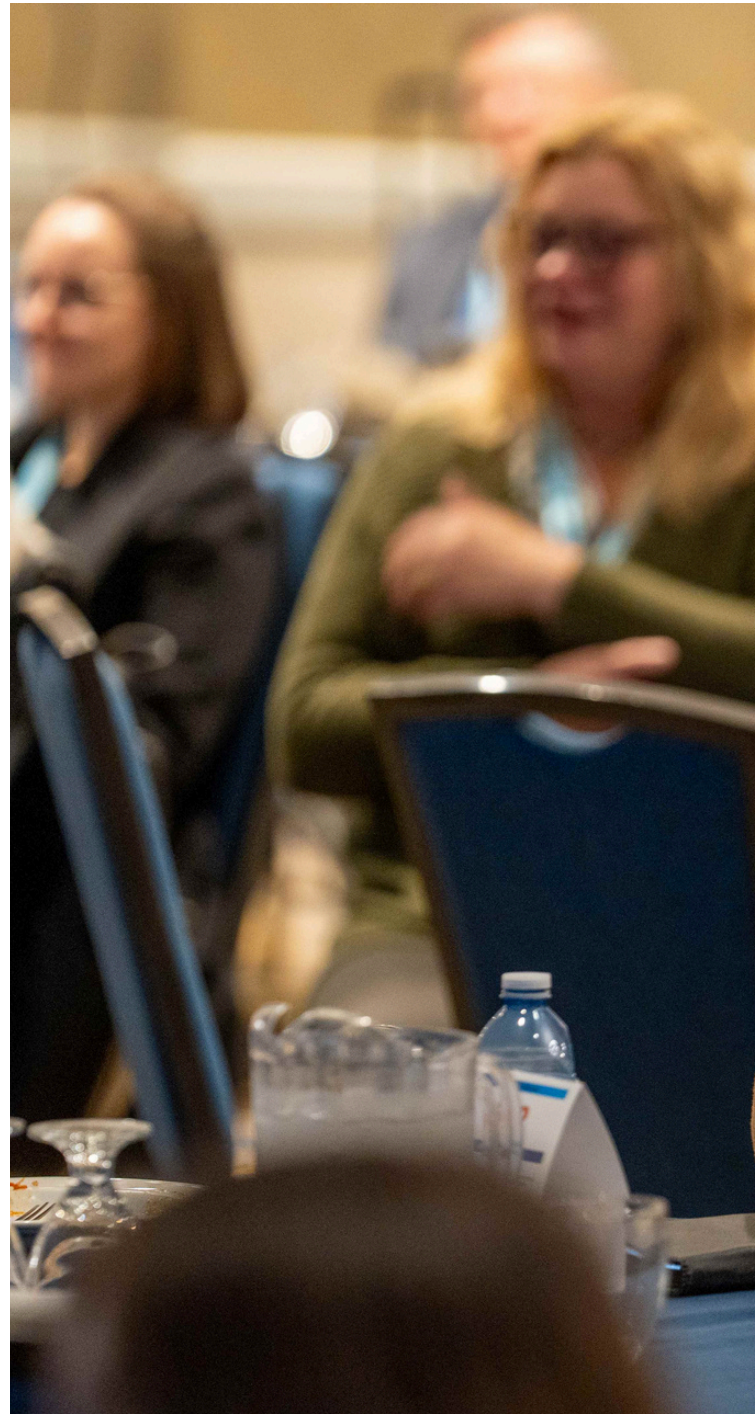


As the Saskatchewan Economic Development Alliance (SEDA) enters its 41st year serving Saskatchewan, it will continue to enable communities to become investment-ready and to build economic and social well-being through collaborative development.

Three strategic pillars and a proven value system will guide the organization for the next four years.

Solutions focused and leading by example, SEDA will continue to shape the future of vibrant, resilient Saskatchewan communities.

Supporting documents:  
Operational Workplan  
Communication Plan





# Vision

Saskatchewan's leader in accelerating economic and community prosperity.

# Mission

Building community capacity to foster generational growth.

# Values

Trusted.

Demonstrating integrity and credibility for over 40 years.

Inclusive.

Collaboratively connecting Saskatchewan communities.

Innovative.

Inspiring innovation and resilience.

Knowledgeable.

Fostering informed capacity building

Strategic.

Advancing leadership in community and economic development

# Strategic Pillar 1

INCREASE THE CAPACITY OF OUR MEMBERS

## Goals

1. Work to build a critical mass of community leaders and professionals that are informed, skilled, and well connected.
2. Provide members with support, motivation, skills, tools, resources, and innovative approaches to work together to build community and economic vitality.

## Objectives

- a. Provide resources and lifelong learning so leaders are equipped to shape their futures.
- b. Support capacity building with on-demand access to relevant programs, resources and coaching.
- c. Host forums for learning, networking and celebration.

# Strategic Pillar 2

## SUPPORT LOCAL AND REGIONAL ECONOMIES

### Goals

1. Advance systems-change approaches to 'rurban' economic development.
2. Catalyze locally driven economic development.
3. Encourage rurban industry and entrepreneurial success.

### Objectives

- a. Encourage cohesive cross sector approaches to rurban socio-economic development.
- b. Provide and promote effective economic development strategies.
- c. Promote and support investment readiness at a local and trading area level.
- d. Work with communities to design customized actionable priorities and structures for implementation.
- e. Amplify SEDA's programs with emphasis on building relationships, partnerships, and co-creating services.
- f. Work with like minded partners to create viable ecosystems for communities and industry.

# Strategic Pillar 3

## ORGANIZATIONAL RESILIENCE

### Goals

1. Build the strength and resiliency of our organization to serve and advance our mission.
2. Maintain customer focused culture and value creation.
3. Sustain market position as the provincial hub for community and economic development.
4. Focus on continuous improvement and adaptability.

### Objectives

- a. Build strategic relationships with partners in the corporate, public and non-governmental sectors.
- b. Remain vigilant to market opportunities for program delivery and project management, in alignment with our mission.
- c. Amplify SEDA's value proposition to non-members.
- d. Continue practice of accountability in governance and operations.
- e. Ensure stakeholders are engaged and satisfied.
- f. Position SEDA as subject matter experts and innovators.
- g. Share the value and impact of our work via outreach and communication.
- h. Continue lean operational practices supported by efficient systems and processes.

A woman with short grey hair and glasses, wearing a white shirt and a lanyard, stands at a microphone addressing a seated audience. The audience members are diverse in age and are looking towards the speaker. The scene is set in a room with a plain wall and a door visible in the background. The entire image has a blue color overlay.

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Where success is shared.  
[www.seda.ca](http://www.seda.ca)