

OUR STRATEGY

VISION

GREAT EXPERIENCES THROUGH SWIM, BIKE, RUN

VALUES

WE ARE PEOPLE CENTRED

We openly support and challenge each other
We are customer focused
We nurture communities

WE ARE INCLUSIVE

We remove barriers to involvement
We connect people
We have fun
We work in partnership

WE ARE AMBITIOUS

We are dynamic
We are innovative and creative
We are passionate about doing our best
We create positive impact

WE DO WHAT'S RIGHT

We are honest and respectful
We practice clean sport
We are accountable

MISSION

DEVELOPING PEOPLE AND DELIVERING EXCELLENCE TO GROW SWIM, BIKE, RUN

STRATEGIC GOALS

EXCELLENT ATHLETES

We develop people to support and deliver Triathlon and Paratriathlon success on the global stage.

OUTSTANDING MAJOR EVENTS

We support major events that accelerate the delivery of our strategy.

INSPIRED AGE GROUPERS

We support British athletes to have great experiences through competing for Great Britain internationally.

AMPLIFY WORK OF HOME NATIONS

We maximise opportunities to accelerate the work of our member organisations.

WHOLE SPORT

We strive to govern all forms of swim, bike, run in Great Britain.

ENABLING GOALS

**SPORT
INTEGRITY**

**DIGITAL
TRANSFORMATION**

**COMMERCIAL
GROWTH**

**EXCEPTIONAL
PEOPLE**

**STRONG
ORGANISATION**

**SOCIAL IMPACT
(INCLUSION AND
SUSTAINABILITY)**

**INTERNATIONAL
RELATIONS**

HOW WILL WE DO THIS?

This strategy sets out our long-term ambition. It is dynamic and enables the organisation to be agile in how it delivers the Mission in the context of the world around us. The Board will approve annual objectives aligned to the Mission and Goals and the Executive Team will be accountable to the Boards for the achievement of the objectives.