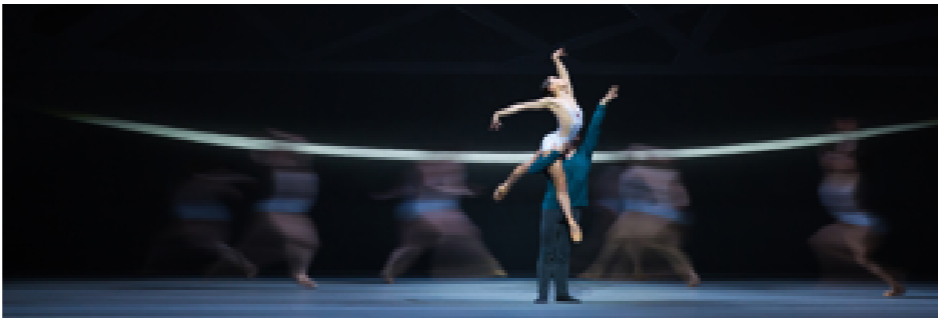


Strategy at a Glance 2022 - 2027

Mission	To inspire on stage <i>and beyond</i>.
Vision	We're creating a future where anyone can move or be moved.
Values	Excellence / Innovation / Inclusion
<p>Purpose</p> <p>We aim to move people by sharing our passion and creating exceptional dance. We use the power of dance to connect with our communities and express diverse identities and stories, on stage and beyond.</p>	 <p>Success will be measured against five key drivers:</p> <ol style="list-style-type: none"> 1. Create distinctive productions for stage & screen 2. Ensure relevance & diversity is embedded in our creative thinking and decision making 3. Deliver unrivalled membership & engagement opportunities 4. Offer ground-breaking programmes, products & experiences 5. Demonstrate environmental sustainability

Public Facing	ARTISTRY	ENGAGEMENT	ADVANCEMENT
<p>Demonstrate strong creative leadership and deliver exceptional artistic experiences, by:</p> <ul style="list-style-type: none"> ▪ Commissioning work of exceptional quality and uniqueness that sets us apart from other dance companies; ▪ Being a creative incubator and innovator; taking a lead role in collaborating with other creative individuals and cultural organisations across the UK and internationally; ▪ Inspiring each other, our audiences, our stakeholders, and the nation through the work we produce and accolades we receive. 		<p>Share our work widely, including through inspiring education and access programmes, by:</p> <ul style="list-style-type: none"> ▪ Offering programmes to those disadvantaged by social, economic, physical or geographic circumstances and who face systemic barriers; ▪ Providing a diverse range of educational and training opportunities for talented young dancers; ▪ Growing audiences through meaningful outreach and engagement. 	<p>Provide high-value supporter (private & corpⁿ) engagement to advance growth and sustainability, by:</p> <ul style="list-style-type: none"> ▪ Ensuring that patrons and stakeholders are valued and understand the benefits their contributions bring; ▪ Maintaining high quality communications and by providing meaningful, memorable experiences that foster a strong relationship with the company, building loyalty and encouraging increased support; ▪ Contributing to the development and growth of memberships programme; ▪ Developing commercial opportunities to generate income and promote our brand.

BAD	Company Facing	TECHNICAL	CORPORATE	PEOPLE
<p>Grow the brand and develop a wide and highly engaged audience for all that SB produces, by:</p> <ul style="list-style-type: none"> ▪ Developing and managing seamless, engaging customer journeys across all touchpoints; ▪ Producing distinctive films, activities and events of the highest quality; ▪ Positioning Scottish Ballet at the forefront of dance globally, and as a landmark Scottish organisation. 	<p>Build excellence on stages and screens; collaborating with internal and external stakeholders to realise the Artistic Vision, by:</p> <ul style="list-style-type: none"> ▪ Engaging with ideas and concepts to bring the company's creative aims to fruition; ▪ Effectively underpinning a wide spectrum of projects from across the organisation; ▪ Delivering the highest production values with professionalism and expertise, from the tiniest village hall to the largest international stage. 		<p>Optimise a financially robust and sustainable organisation, by:</p> <ul style="list-style-type: none"> ▪ Delivering the highest standards of accounting and budget practices; ▪ Ensuring strong governance and security over SB assets; ▪ Maintaining a welcoming and safe work environment, conducive with the company's values. 	<p>Develop the performance & wellbeing of our people and cultivate a safe, respectful and inclusive working environment, by:</p> <ul style="list-style-type: none"> ▪ Supporting SB in delivering its strategic aims and priorities by effectively recruiting and developing staff and managing their performance and promoting well-being; ▪ Delivering the gold standard in the clinical care to our dancers, whilst ensuring Scottish Ballet is a recognised leader in the field of Dance Medicine and Science (PMed).