

CHS Global Partnerships for Research & Innovation

Strategic Plan – 2022 to 2025

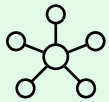


GLOBAL PARTNERSHIPS
FOR RESEARCH & INNOVATION

Our Purpose

To advance research and innovation that improves the quality of life for Deaf and hard of hearing individuals

What role will Global Partnerships play



The catalyst acting as the hub in the hub-and-spoke network to coordinate across stakeholders



Acquire, deploy and oversee use of funds to drive global hearing health and advance innovation in the market

How this role will shape hearing health



Client centered; the primary end user should be the nucleus of everything we do



Informing policy to ensure that hearing is part of the conversation and continuum of care

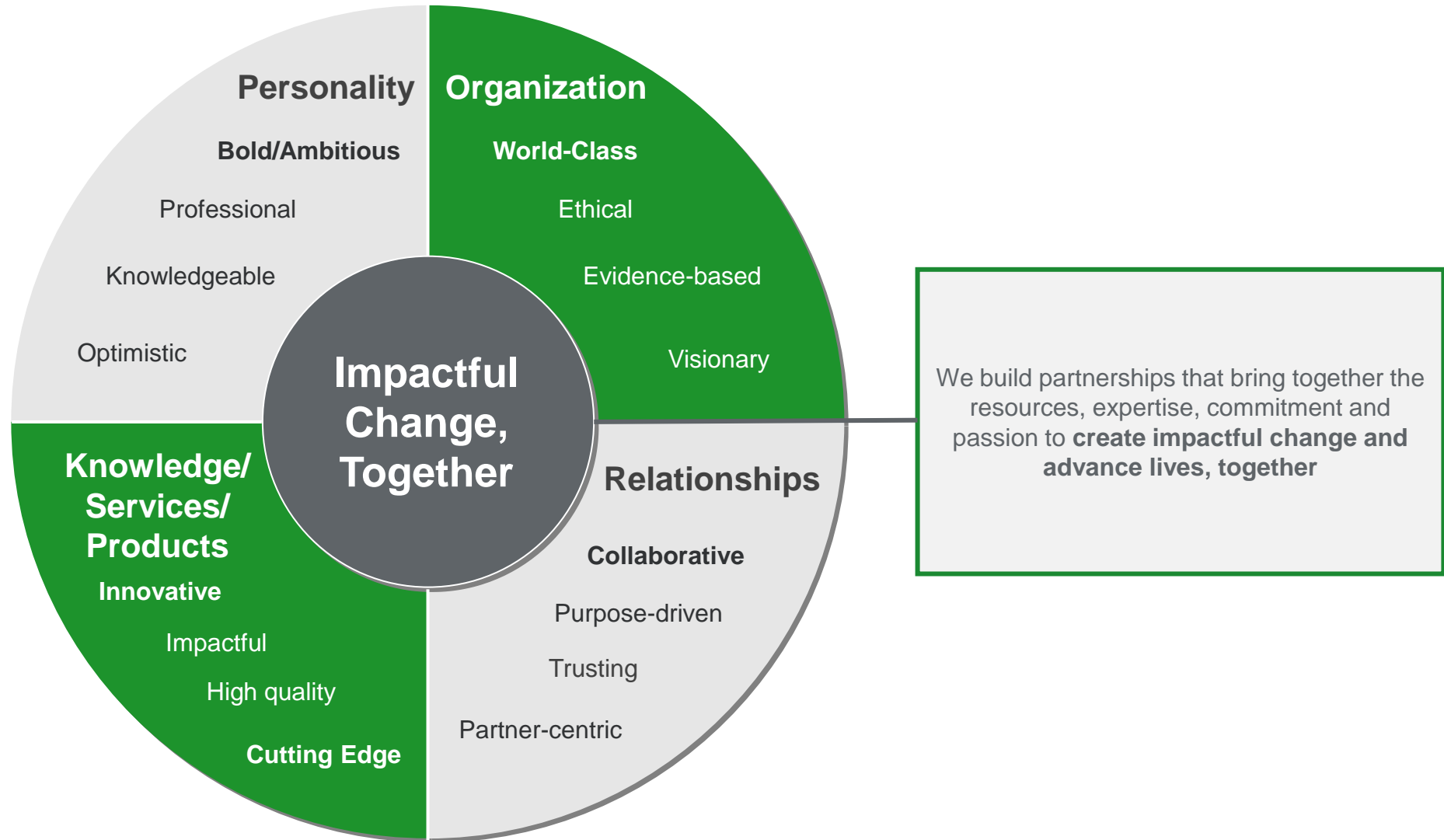


Push to get lower-cost **affordable and accessible** products to market, without compromising on quality

Benefits for CHS

- ✓ **Financial benefits** - Partnership builds funds for the entire organization and accelerates fundraising on a global scale
- ✓ **Research** - generates IP and positions CHS at the centre of a global network of thought leadership
- ✓ **Innovation/Commercialization** - builds innovation and commercialization credentials for CHS
- ✓ **Empowerment** - Partnerships exists to empower the world's best researchers, research organizations and innovators
- ✓ **Brand Equity** - Grow CHS' brand by providing an industry leading role while capitalizing on partner recognition in adjacent sectors

Our DNA



CHS Global Partnerships Strategic Plan (2022-2025)

Accelerating the Future

Purpose: To advance research and innovation that improves the quality of life for Deaf and hard of hearing individuals

Vision: To be the leading, globally recognized research and innovation partnership for the advancement of hearing health and its' social determinants

Mission: To act as the catalyst in generating a critical mass of expertise and resources that creates positive and sustainable impact

Values: Stewardship, Exploration, Evidence, Knowledge (S.E.E.K)

Brand Promise: Advancing Quality of Life

	Research	Innovation	Funding Development	Marketing and Communications
Imperative	Develop a global network of research stakeholders focused on the advancement of evidence and knowledge	Develop a platform for innovation and commercialization of new products and services	Attract, steward, and allocate financing resources to support the creation of sustainable research and innovation.	Build a strong global brand that is compelling, well-recognized, highly respected and sought after on the global stage
Initiatives	Identify and engage scholarly stakeholders aligned with our research enterprise	Establish scalable processes to convert ideas to fundable innovation projects	Build a financing platform and capabilities to generate and administer sustainable, annual allocatable funding	Create brand strategy, partner value proposition/messaging and supporting marketing assets – Launch the brand
	Inform and set the investigation themes for research grants calls for proposals	Build capabilities to assess and manage capital investment risk related to innovation	Harmonize current fundraising strategies with funding development to support a sustainable financial resource pipeline	Build a communication platform with asset repository for key stakeholder engagement and the marketing of new research and innovation outcomes
	Develop, implement and evaluate systems and processes to ensure ethical, rigorous and competitive research funding allocations	Seek, assess and seize opportunities as they arise. Maintain an agile state of readiness	Establish domestic and international relationship management capabilities to source financial resources	Build a partnership-centric brand experience and measurement strategy
	Establish an outcome evaluation process to assess impact, dissemination and potential for innovation	Create the early stages of a commercial network	Build ongoing accountability to funders of capital utilization to generate sustainable funding relationships	Invest in building global brand and communications capabilities, to market research & innovation outcomes effectively



CHS Global Partnerships Strategic Plan (2022-2025)

The 2022-2025 Strategic Plan has been created to support **CHS Global Partnerships for Research & Innovation's** bold vision to be the strategic leader in the advancement of research and innovation; a future that improves the quality of life for Deaf and hard of hearing individuals. Through consultation with various stakeholders, we have developed a plan that will allow us to achieve this future state.

With over 80 years of history supporting Deaf and hard of hearing individuals in Canada, we are excited about the opportunity to expand our impact on a global scale. This plan's strategic focus is to establish **CHS Global Partnerships for Research & Innovation** as the leading, globally recognized network of research and innovation partners; committed to stewarding a critical mass of expertise and resources dedicated to the advancement of hearing health and its social determinants.

We believe that to have a true impact, research and innovation in isolation is not enough. Our commitment is to build an organization that connects breakthrough research to the innovators who can turn knowledge into tangible products and services. We will build partnerships that bring together the resources, expertise, commitment and passion to create impactful change and advance lives, together.



CHS Global Partnerships Strategic Plan (2022-2025)

Our Purpose

Our purpose is to advance research and innovation that improves the quality of life for Deaf and hard of hearing individuals.

Our Vision

Our vision is to be the leading, globally recognized research and innovation partnership for the advancement of hearing health and its' social determinants.

Our Mission

Our mission is to act as the catalyst in generating a critical mass of expertise and resources that creates positive and sustainable impact.

Our Promise

Our promise is to advance the Quality of life for Deaf and hard-of-hearing individuals by investing in research and innovation that ultimately removes barriers to participation. Through our leading, global network we are accelerating the future of research and innovation for Deaf and hard of hearing individuals and the products and services they need.



CHS Global Partnerships Strategic Plan (2022-2025)

Strategic Pillars

Research:

- We are committed to the creation of, or use of existing, knowledge in progressive and creative ways so as to generate new concepts, methodologies and understandings. Our network will proactively identify themes within our research areas of focus to advance knowledge. We will provide funding to researchers in our network to progress these topics. Beyond financial support, we provide our researchers with a support system of industry and thought leaders, turning resources into knowledge.

Innovation:

- Our platform connects ideas to markets as we accelerate the future. Innovation is more than ideas; it requires connections between those who can see life-changing opportunities and organizations who can commercialize these advancements to benefit individuals. We recognize this truth by using our platform to support advancements in research-based, products, and services with the aim of improving efficiency, effectiveness and access.



CHS Global Partnerships Strategic Plan (2022-2025)

Strategic Pillars (Con't)

Funding Development:

- Funding is the engine that allows us to transform ideas into life enhancing products and services. Our platform is intentional with how we allocate our funds, recognizing that deploying funds with clear strategic objectives will drive long-term impact. We act as the steward for our funder's capital, ensuring that resources are used in a manner that builds sustainable funding relationships to advance quality of life.

Marketing and Communication:

- We are committed to not only participating in but leading the conversation. Our brand is global in reach, and authoritative in reputation. We support this role through communications that place hearing health and its social determinants in the forefront of overall quality of life as we advance research and innovation globally. We want to share our combined successes with the world and reinforce our position as the destination for research and innovation in our areas of focus.

CHS Global Partnerships Strategic Plan (2022-2025)

Our Shared Values: Stewardship, Exploration, Evidence, Knowledge (S.E.E.K.)

Stewardship:

- **Safeguard** for the sustainment of capital funds for advancing hearing health and Deaf Studies
- **Fostering** the development of the research and innovation **network**
- **Curate** the research agenda to **advance** the future of hearing health and Deaf Studies

Exploration:

- Drive a culture of **inquisitiveness** to answer critical research questions
- Be **curious** and **opportunistic** to capitalize on the underlying drivers of change
- Be **courageous** and **agile** with the permission to fail in the pursuit of excellence

Evidence:

- **Cultivate** the growth of evidence-based innovations founded in data
- Instil a **fact-based culture** that bases key decisions on validated information
- Employ **robust methodologies** to create sustainable, peer reviewed, and relevant solutions

Knowledge:

- **Advance societies understanding** of underlying issues and social determinants for Deaf and hard of hearing communities
- Be the **trusted source of evidence** and **best-practice voice** for advancing quality of life