

STRATEGIC PLANNING 2022–2026



“The ingenuity behind the performance”



MISSION

The mission of INS Québec is to support the development of sporting excellence by implementing programs and services for high-level and next-generation athletes who are training in Québec, as well as the specialists and organizations that support them.



570 high-level athletes



2,220 next-generation athletes



820 coaches



10 resident sports at the INS Québec complex



VISION

INS Québec is recognized as the performance partner of choice for Canadian and Québec sports organizations thanks to its innovation and excellence in the diverse services it provides.



VALUES:

Excellence

Collaboration

Ethics

SERVICES AND EXPERTISE

As experts in human performance, INS Québec puts science, innovation and technology at the heart of its work in order to embody the “ingenuity behind the performance.”



Sports sciences (biomechanics, physiology, mental preparation, strength and conditioning, performance analysis)

Research and innovation

Sports medicine services
(sports medicine, sports nutrition, sports physiotherapy and sports therapy, osteopathy)

Interdisciplinary concussion clinic
(specialists including neuropsychologists and sports vision)

Professional development (coaches, speakers, health professionals, mentoring, etc.)

INS Québec operates throughout Québec, with its network comprising:



8

regional multi-sport training centres



22

single-sport training centres



1

INS Québec Complex at the Olympic Park

Affiliations



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AN AMBITIOUS STRATEGIC PLAN ROOTED IN CONTINUITY

3 pillars, 5 focus areas, 5 objectives



SUPPORT

Leveraging the expertise of its specialists, INS Québec strives to make a difference in the performance of high-level and next-generation athletes by being at the cutting-edge and ensuring that it offers services that are in line with best practices.



COLLABORATE

With its united leadership team, INS Québec maintains an organizational culture where the contribution of each staff member is valued, and where collaborations with partners at the regional, provincial, national and international levels are instrumental to the success of high-level and next-generation athletes.



INFLUENCE

As a key player in the sports community, INS Québec wants to boost its reputation within the high-performance sports ecosystems on the Québec, Canadian and international scenes, as well as outside its traditional field of intervention.



FOCUS AREA 1: ENHANCED AND DIVERSIFIED SERVICES

Objective: Diversify and improve the services provided in an ethical and collaborative manner

- Diversify and enhance service offerings to ensure world-class services that meet the needs of elite athletes
- Combine prevention, well-being and performance as fundamental pillars in all services offered
- Invest in technological development, infrastructure and research to offer innovative services that meet the evolving needs of athletes, users and sports organizations.

FOCUS AREA 2: SUFFICIENT, SOUND AND SUSTAINABLE FUNDING

Objective: Consolidate INS Québec's funding model and provide for its long-term sustainability

- Optimize public funding
- Update our business model
- Increase and diversify private and self-funded/non-governmental revenues

FOCUS AREA 3: GREATER LEADERSHIP AMONG SPORTS COMMUNITIES IN QUÉBEC AND CANADA

Objectif: Strengthen INS Québec's leadership within sports communities in Québec and Canada

- Mobilize stakeholders in the high-performance sport system to optimize its effectiveness, by strengthening collaboration and synergy between INS Québec and Québec and Canadian sport organizations.
- Establish professional standards for the ongoing development of medico-scientific contributors to the Québec sport system, guaranteeing constant excellence in terms of quality and performance.
- Facilitate the sharing of best practices and knowledge transfer with organizations in the sports network.

FOCUS AREA 4: A STIMULATING, ENGAGING AND REWARDING WORK ENVIRONMENT

Objective: Provide a stimulating, supportive and rewarding environment in which INS Québec staff members and users can flourish

- Ensure that the organizational culture fosters commitment, ownership, synergy, a sense of belonging and pride among all staff members
- Promote, develop and support organizational excellence
- Create a sense of belonging and pride among all Institute users and partners

FOCUS AREA 5: PROMOTION OF THE MISSION, SERVICES, ACTIVITIES AND SUCCESSES OF INS QUÉBEC

Objective: Position INS Québec as a leader in the development of high-performance and next-generation athletes and human performance

- Promote INS Québec's expertise and activities
- Initiate and participate in strategic exchanges and build partnerships relating to INS Québec's activities
- Raise awareness about INS Québec and increase its profile