



O P I M I A N

Cultivate your curiosity



Designing for Long-term Success

**Summary Output from Board of
Directors' August 2017 Strategy
Session**

Mission

Exclusively connecting our members with unique wines, producers, services and experiences from around the world that encourages the discovery and appreciation of wine.

Vision

To lead and inspire an open, passionate and engaged community of wine enthusiasts in their exploration of the world of wine.

Strategic Intent

A sustainable and growing community of wine enthusiasts in all Regions of Canada, with 20,000+ active members by the year of Opimian's 50th Anniversary in 2023.

Elements of Strategy



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Value Proposition

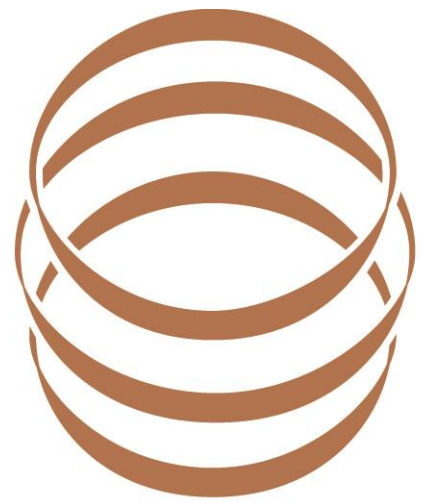
Sustained superior wine-centered experiences with access to a community of wine lovers supported by a foundation of high value exclusive wines at all price levels.

Strategic Capabilities

The Board identified the following **Critical** and **High Priority** capabilities which will animate the 2018 Business Plan.

- 1- Member Service Excellence
- 2- Effective Communications with all stakeholders
- 3- Sustainable membership growth through effective member retention and recruitment.

These three priorities will be advanced through:



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- ❖ Strong and effective leadership
- ❖ Service to Members that is motivated by the commitment to provide the experiences and results that members value
- ❖ Unmatched new member on-boarding and early engagement
- ❖ Providing better access to the valuable contributions of the Master of Wine.
- ❖ High-quality Area Representative community
- ❖ Strong and effective relationships with Liquor Boards and other strategic partners
- ❖ Managing and decision-making based on robust data and analytics