

CORPORATE PRIORITIES

Our strategic course



CORPORATE PRIORITIES

HIGH-QUALITY, DISTINCTIVE CANADIAN PROGRAMMING

- Ensure distinctive programming of the highest quality.
- Recognise the importance of regional reflection and of the changing face of Canada.
- Ensure the sustainability of CBC | Radio-Canada's Canadian schedules.

EFFICIENCY

- Demonstrate that CBC | Radio-Canada is a well-managed company and generate cash flow to re-invest in programming.

CREATIVE & HUMAN RESOURCES

- Strengthen CBC | Radio-Canada's commitment to all its employees – to those who create and those who support them.

STRATEGIC PARTNERSHIPS

- Position CBC | Radio-Canada to enhance its ability to fulfil its mandate through selective alliances and partnerships.

COLLABORATION

- Reinforce the capacity of CBC | Radio-Canada to work as one integrated company.

STRONG STAKEHOLDER RELATIONS

- Enhance/strengthen CBC | Radio-Canada's stakeholder relationships.

