Corus Strategic Direction 2022-2025

Summary of Key Elements
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Purpose

This document captures and presents all key elements of the Corus (Organization-wide) Strategic Direction for 2022-2025.

Identity

Corus Identity Statement
Motivated by God’s love for the whole world, Corus seeks to end human suffering and injustice by working with the world’s most vulnerable people to break the cycle of poverty and lead healthy lives.

In the world’s most difficult places, we invest in individuals, families, and communities to work together to find lasting solutions to the challenges they face. We take a holistic approach, seeing poverty, health, and the environment as inextricably intertwined.

Our long history of partnerships with local communities, businesses, and governments enables us to use and affirm local knowledge to create enduring change. Learning from our experiences, we bring innovative approaches and expertise to make markets work for the poor and to promote health and abundant life for all.

Committed to helping people achieve economic independence, we take a developmental approach to all of our work, including responses to humanitarian crises. We seek always to restore and improve people’s lives by giving them the tools to feed their families, rebuild their communities, and improve their health.

As a family of faith-based and non-faith-based organizations we are called to respond to the needs of others, regardless of race, religion, or nationality. We are driven by our core values of integrity, stewardship, and organizational excellence and our desire to see a world in which everyone can live in dignity and peace. Walking side by side with those we serve, together, we put belief into action to fuel a cycle of lasting impact.

Corus stakeholders
Corus’ stakeholders are all individuals or institutions of goodwill, whether public, or private, who seek to partner with us in good faith to achieve our mission. These include individuals, families, and communities, regardless of race, nationality, ethnicity, creed, gender, gender identity or sexual orientation; for profit and non-profit enterprises or organizations; government entities; and faith-based organizations or bodies.

Vision, Mission and Values

Vision
A healthy world forever flourishing in dignity and justice.
**Mission**
To urgently end poverty, suffering and injustice wherever they afflict humanity, with enduring passion, partnership, and expertise.

**Values** *(these values were validated at the February 2022 Corus Board Meeting)*
**Inclusive:** We are not all the same and we treasure those differences as our greatest strengths.

**Disruptive:** Curious. Innovative. We invent, promote and design new approaches to find transformational solutions.

**Interconnected:** Digital. Streamlined. Networked. We use technology, tools and information to transform and improve lives. We are committed to community. We intentionally build relationships, collaborate and engage.

**Agile:** Nimble. Dynamic. We think globally, share data, analyze information quickly, and decentralize decision-making.

**Organizational Goals**

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<td>Deliver holistic, lasting solutions to overcome the interconnected challenges of poverty, health care access, education and climate change</td>
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<th>Resource Mobilization and Financial Sustainability</th>
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<td>Mobilize resources from a diverse array of sources to ensure fiscal health and sustainable growth to achieve Corus’ urgent mission</td>
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<th>Influence</th>
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<td>Effect change as an innovative thought leader to disrupt the greater landscape to move beyond traditional development programming</td>
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<th>People, Learning and Culture</th>
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<td>Develop and retain a mission-driven; holistic thinking; innovative and agile; engaging and supportive global workforce</td>
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<th>Organizational Effectiveness</th>
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<td>Strengthen and align Corus strategy, systems and structures to support successful program work and enable future growth</td>
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**Key Concepts and Approaches**

**Strategic Concepts**
Strategic concepts are reflective of the culture we are striving to build. They inform our mindsets and behaviors and are woven into the way we work, our business practices, culture, and leadership styles. For details on the strategic concepts: Innovation, Influence and Holistic please refer to the Strategic Concepts Summary document. The Cultural Attributes Map defines how we can show up and embody these concepts.
**Strategic Approaches**
For Corus, acquisitions are a means to achieve our mission and have impact. They are one tool in our toolbox and help us to:

- Exponentially increase new capabilities, expertise and capacity across many different sectors.
- Create strategic, unique and permanent partnerships.
- Creatively move beyond traditional development programming to impact the greater landscape.
- Test new structures, roles and concepts for INGOs.

For more on Corus’ Acquisition Philosophy please see this [presentation](#).