



## INTRODUCTION

I have the privilege of presenting Manitoba Hydro's Corporate Strategic Plan (CSP) for 2009-10. The CSP is the principal means by which the corporation sets out its priorities as we strive to achieve our vision to be the best utility in North America.

By recognizing what we have achieved to date and identifying new challenges to be overcome, the CSP provides and communicates direction for all levels of the organization as we work to meet the needs and expectations of our customers for the benefit of all Manitobans. Our CSP continues to be well aligned with the overall priorities of the Manitoba government. Development of Manitoba's abundant renewable hydropower resources and emerging energy systems helps achieve a cleaner and healthier environment, while expansion of hydropower exports and energy conservation helps to moderate rates for our Manitoba customers.

Last year our national leadership in energy conservation was highlighted by the move into our newly constructed head office, Manitoba Hydro Place, which is a world class model for energy efficiency and sustainability. As well, Manitoba Hydro and the Province of Manitoba received an award from the Canadian Energy Efficiency Alliance for being the top-ranked province in Canada for energy efficiency and for promoting the wise use of energy in the marketplace. The awarding of the general civil construction contract for the Wuskwatim Generating Station was a milestone achievement in the expansion of our capacity to generate clean, renewable power.

Looking forward, there will continue to be challenges to be overcome. The CSP provides a focus for the efforts and energies of our highly dedicated and skilled employees who continue to be the foundation of our success. I look forward to the exciting times ahead and I am confident that working together we will achieve our shared vision.

**Bob Brennan, FCA**  
President and Chief Executive Officer

## VISION

To be the best utility in North America with respect to safety, rates, reliability, customer satisfaction, and environmental leadership, and to always be considerate of the needs of customers, employees, and stakeholders.

## MISSION

To provide for the continuance of a supply of energy to meet the needs of the province and to promote economy and efficiency in the development, generation, transmission, distribution, supply, and end use of energy.

## OPERATING PRINCIPLES

Work together for the success of the organization as a whole, recognizing that all our activities are interrelated.

Establish long-term cooperative relationships with all employees, customers, suppliers, and other stakeholders aimed at achieving our shared Vision.

Create a working environment that removes barriers to safe and effective performance and which fosters mutual respect, trust, and open communication.

Provide opportunities for all employees to develop their full potential, recognizing people's inherent desire to do their best.

Measure outcomes, develop an understanding of the causes of variation from planned performance, and take appropriate action.

Practise continuous improvements through ongoing coaching, learning, and innovation focused on the needs and wants of internal and external customers.

## GOALS

Improve safety in the work environment.

Provide customers with exceptional value.

Be a leader in strengthening working relationships with Aboriginal peoples.

Improve corporate financial strength.

Maximize export power net revenues.

Attract, develop, and retain a highly motivated workforce that reflects the demographics of Manitoba.

Be proactive in protecting the environment and the leading utility in promoting sustainable energy supply and service.

Be an outstanding corporate citizen.

Proactively support agencies responsible for business development in Manitoba.

Be a national leader in implementing cost-effective energy conservation and emerging energy systems.