

# Executive Strategic Plan

## Mission

Advance the growth and development of parkour in the United States.

## Vision Statement

We see a future where parkour community's athletes, business owners, and practitioners are united and decide their own path to overcome obstacles through its inclusive and diverse community, love of play, and commitment to pushing mental and physical boundaries.

## Values

1. **Transparency** - Establish trust with our community by showing our work to allow community understanding and input
2. **Inclusion** - Promote diversity, inclusion, and accessibility as priorities for our community, and zero tolerance for discrimination of any kind. Clear opportunities for members to participate in decision making, implementation, and monitoring of organization activities.
3. **Be Useful** - Actively searching for ways to serve our community both as an organization and at all levels
4. **Don't be Evil** - With great power comes great responsibility; don't abuse it!
5. **Adaptability** - Willingness to learn and change as we grow
6. **Accountability Always** - Strive to serve our community in the best way, and accept responsibility and feedback to learn from our mistakes. The organization works to serve the best interests of its community within a reasonable timeframe.

## Strategic Pathways

PATH 1	<b>Advocate:</b> Further public legitimacy of parkour and its health benefits through nation-wide efforts to raise awareness of parkour culture, history, and safe practices.
PATH 2	<b>Educate:</b> Support the needs of the members through providing resources and establishing basic standards to protect community interests and safe practices.
PATH 3	<b>Unify:</b> Organize and mobilize the national parkour community to improve inter-state cooperation, expand reach, and support a thriving, self-sustaining parkour industry.