



## Introduction

My name is Todd Christensen, and I would be excited for the opportunity to serve as President of OOAA. My family and I are proud to have made the Okotoks area home since 2014, connecting with great people through active participation within in the community. With passion for competitive sports, I grew up an avid hockey player but pivoted to rodeo during my high school years competing with success at Provincial and National levels. These days I enjoy watching my son Dane on his hockey journey, with him initially playing in OMHA and currently in OOAA.

# Background

## Leadership/Management Experience

I have been involved in the energy industry for over 25 years as a Professional Engineer, initially gaining experience early in my career as a Project Engineer and Project Manager. In 2012, I founded an Engineering Services company, Strategic Projects Inc., and have grown the business to be a successful, well-known engineering services provider.

As a business owner, I have become passionate about leadership and organizational culture along with the impact it has on success. I have learned there are several key elements that contribute to building a high-performance organizational culture,

- **Communication** – Encourage open and honest communication using feedback for timely program improvement. Creating opportunities for respectful, honest communication builds trust amongst all stakeholders.
- **Trust** – Build relationships with all stakeholders based on integrity and trust with understanding that the right thing is being done for the right reason, and for the right people.
- **Accountability** – To achieve the mission of the organization, best practices and processes need to be established and implemented. Those responsible for administering this framework need to be empowered with the proper tools and resources.
- **Continuous Improvement** - Complacency is the first step to failure. Opportunities to improve programs and services should always be reviewed to remain competitive amongst peers and to optimize value.

***Success and winning are a byproduct of a high-performance organizational culture***

## Qualities I Offer as a Leader

Qualities that make me a strong leader,

- **Collaborative** – I deeply value the perspective of others and believe in a team approach to achieve extraordinary results.
- **Strong Communicator** – I create an environment where open, honest communication is encouraged.
- **Integrity** – I consistently operate with transparency, fairness, and accountability, making decisions based on facts and what is best for the organization.
- **Value Driven** - I consistently strive to add value well beyond baseline requirements

# Vision for the Role

As President, my role is to establish a positive organization culture and facilitate a plan to achieve the current OOAA Vision and Mission,

## **OOAA Vision and Mission**

**Through a dedicated volunteer base, the Okotoks Oilers Athletic Association will deliver an elite hockey program that will set the standard of excellence in developing hockey players to the next level.**

### ***Community***

Pride in our community is essential. Our teams will endeavor to give back through volunteering and being positive role models.

### ***Character***

OOAA will play a role in teaching our athletes integrity, responsibility, and accountability inside and outside the rink.

### ***Hockey***

Through our committed hockey operations coaching staff and specialty programs we will deliver relevant hockey skills, focus on diversity, inclusion and athletic ability by adhering to the LTAD (long term athlete development) model.

### ***Education***

OOAA will focus on the importance of education and helping our athletes understand how it plays in the role of the opportunities available to them during and after their competitive hockey careers.

Some specific objectives include:

- **Enhanced Communication Requirements:** Implementing processes to facilitate communication for player development and continuous program improvement,
  - Player and Coach Meetings
  - Parent and Team Director/Executive Meetings
  - Player Showcase/Camps/Tryout Feedback
  - Establish clear communication processes for all programs and offerings
- **Review Development Support:** Review how academic support, on-ice skills, and fitness training are administered and if efficiencies exist.
- **Value Review:** Identify opportunities to realize cost savings or streamline processes to optimize value for the program.
- **Strengthened Community Engagement:** Establish stronger partnerships with local businesses, schools, and programs to promote volunteering opportunities and community involvement.

## What is Success in this Role

Success isn't solely measured by wins and losses; it's about building trust and loyalty with the families and players who continue to register with OAAA year after year. It is reflected in our ability to develop our athletes through measurable player development, and advancement to further elite hockey levels.

But more importantly, success is building a program families and players are proud to be part of, one that sets the benchmark for player development, culture, and overall hockey experience.