

# MSA STRATEGIC FRAMEWORK

## Vision<sup>1</sup>

A self-sustaining competitive market that delivers fair and efficient outcomes.

## Mission<sup>2</sup>

Taking action to promote effective competition and a culture of compliance and accountability in Alberta's electricity and retail natural gas markets.

## Values<sup>3</sup>

We are committed to excellence in all we do. As such we live by, and are prepared to be judged by, the following core values:

- Integrity** We are honest and ethical in all we do and engage in responsible decision-making that reflects the highest standards of conduct.
- Open** We strive to be accessible, transparent, objective, and principle-based.
- Timely** We demonstrate a sense of urgency in our resolve and decision-making.
- Accountable** We are committed to measuring, reporting and achieving results while prudently and efficiently managing our resources.
- Progressive** We value forward thinking and learning as we strive for continuous improvement and development at all levels of the organization.  
  
We embrace creative approaches to finding solutions.  
  
We value diversity and work hard to create a collaborative environment where we understand and benefit from the views of others.

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<sup>1</sup> What we aspire to achieve.

<sup>2</sup> Our fundamental purpose; it provides a path to realize our Vision.

<sup>3</sup> Beliefs that are shared among our stakeholders, are deeply held and do not change over time. They shape how we carry out our Mission.