

SNB Strategic Plan

2022-2027

VISION

Excellence in service delivery

MISSION

Providing high quality, innovative services for customers with a focus on value for all New Brunswickers

OUR PEOPLE

Equip Employees to be Leaders at all Levels

Empowered employees delivering their best



OUR CUSTOMERS

Optimize Customer Service

Simplified customer experience



OUR ORGANIZATION

Improve Organizational Effectiveness

Efficient and sustainable business practices



VALUES

Service | Competence | Impartiality | Integrity | Respect

PRINCIPLES

Accountable | Collaborative | Evidence-based decisions | Inclusive and diverse | Responsive

