

Vision

{A leader in commerce, culture, and innovation – our region’s connection to the World}

1. Our region’s capital, advancing commerce and connecting people through culture, entertainment, and sport as the heart of Southwestern Ontario.
2. A bold leader in fostering an innovative, prosperous, and liveable city connected to the world.
3. A diverse community of neighbours building for a prosperous future.
4. A city of unlimited potential where enterprise is valued and dreams are realized.
5. A resilient community where all are welcomed and valued, building for a prosperous future.

Mission

{At Your Service – a respected and inspired public service partner, building a better city for all}

1. A responsive and modern public service partner that fosters change to build a better London for all.
2. Engaged and responsible public servants building a better city for all.
3. Delivering opportunity with respect, compassion, and accountability.
4. Serving in partnership with respect, equity, and inclusion to build a better city for all.
5. To help Londoners prosper and grow in an inclusive and connected community.

Values

{Individual Responsibility/Collective Accountability/Collaboration/Innovation}

1. Good governance, driven by community, acting with compassion, moving forward through innovation.

To be considered:

(energetic collaboration, clear and lateral thinking, calculated risk taking, strong ROI and SOI, value for money, rapid advancement, technological innovation, economic vitality, individual sustainability, municipal self-sufficiency, personal productivity)

2. Results focused
Collective accountability
Serving a diverse community
3. Initiative
Integrity
Compassion
Inclusivity
Accountability