

TFO

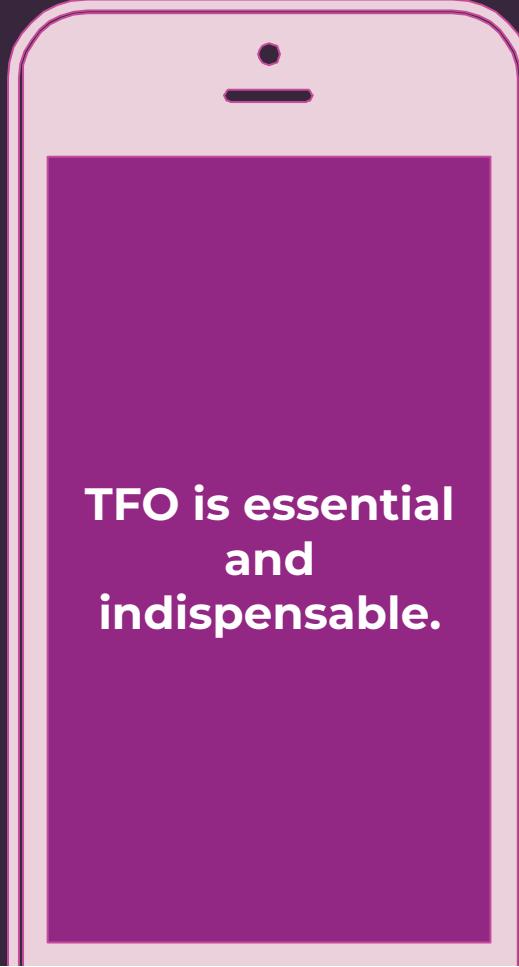
Strategic plan 2025-2028



Mission

TFO is an Ontario-based media company that creates, produces and broadcasts French-language content for communities in minority context.

Vision

A white icon of a smartphone is centered on the slide. It has a black outline and a black antenna at the top. The screen is a solid purple color. Inside the purple area, the text "TFO is essential and indispensable." is written in a white, sans-serif font, centered vertically.

**TFO is essential
and
indispensable.**

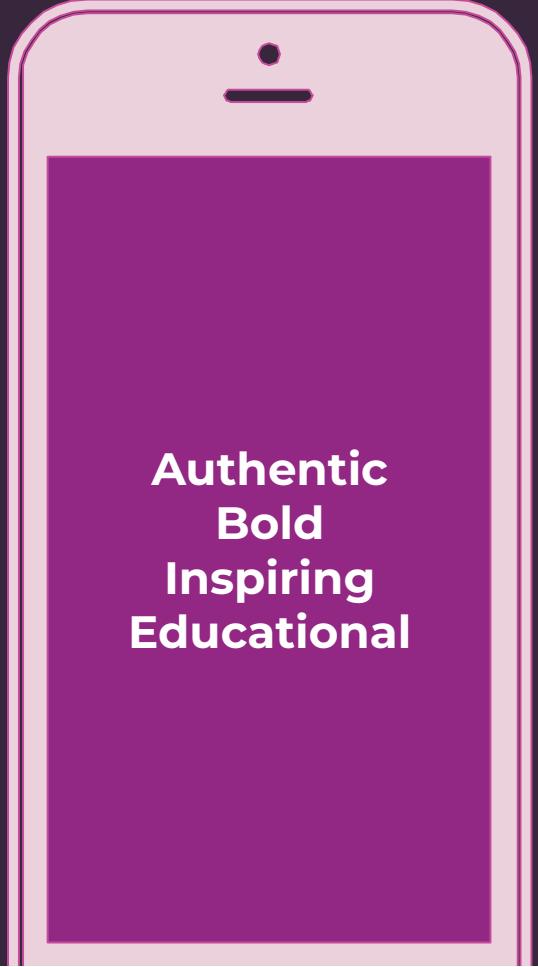
Positioning

**We are creative and talented!
We look to the future.**

**To reach our full potential, we
must build a strong brand.**

**Our operations are simple,
efficient and modern. Things run
smoothly.**

Our content

A white smartphone icon is positioned on the right side of the slide. It has a black outline and a black antenna at the top. The screen is a solid dark red color. Inside the red area, the words "Authentic", "Bold", "Inspiring", and "Educational" are stacked vertically in a white, sans-serif font.

Authentic
Bold
Inspiring
Educational

Authentic

TFO's content offers significant value due to its authentic portrayal of the Francophonie in all its diversity. TFO's original productions are rooted in local realities and are meaningful.

Inspiring

We create content that awakens curiosity, stimulates the imagination and fosters learning. We cultivate a drive for self-improvement, helping individuals realize their full potential and contribute meaningfully to society. We ensure our message is always significant.

Bold

Content that resonates deeply with our audiences, boldly stands out, and dares to be different. We are committed to thinking outside the box to capture attention and innovating to offer our audiences intelligent and valuable experiences.

Educational

Create content that fosters intellectual curiosity and captivates and amuses audiences across all demographics, from children to adults.

A large, dense word cloud centered on the word "authentic". Other prominent words include fun, bold, playful, inspiring, educational, and distinct. The words are in various sizes and colors, mostly in shades of pink and purple, set against a dark background.

Strategic Pillars



Offer content that reflects communities and their reality.



Become the leading educational resource for Francophone speakers in minority communities.



Build a technological and operational ecosystem that anticipates industry needs and evolution.



Be an employer of choice.



Diversify revenue streams to ensure our sustainability.



Building a strong brand + simple, effective, and modern operations.

Strategic axes



Offer content that reflects communities and their reality

TFO creates content for children, youth, and adults in minority Francophone communities. We are dedicated to building strong Francophone identities and serve as a true reflection of our communities. Our approach is characterized by audacity and creativity.



Become the leading educational resource for Francophone speakers in minority communities

TFO, deeply rooted in identity building, offers educational content and resources aligned with Ontario's curriculum frameworks. Through enriching content, we develop resources tailored for educational settings. We empower educational staff and families to maximize their impact in the classroom and at home.



Build a technological and operational ecosystem that anticipates industry needs and evolution

TFO is building an ecosystem where people, processes, and tools interact to anticipate industry evolution. By fostering a culture of innovation and adaptability, we aim to transform every change into an opportunity.



Be an employer of choice

TFO positions itself as an employer of choice by fostering a collaborative, inclusive, and respectful workplace that inspires and engages every talent to contribute to the organization's success and longevity.



Diversify revenue streams to ensure our sustainability

TFO aims for ambitious and responsible revenue diversification to support its educational and cultural mission, enhance its financial autonomy, and broaden its national and international reach.

Key objectives

	<p>Offer content that reflects communities and their reality</p>	<ol style="list-style-type: none">1. Create engaging, enduring, and exportable signature content concepts.2. Ensure our content and publishing strategy align with audience needs.3. Optimize our content production capabilities.4. Deeply engaged with the issues impacting Canadian Francophone minority communities.
	<p>Become the leading educational resource for Francophone speakers in minority settings</p>	<ol style="list-style-type: none">1. Solidify, modernize, and enrich our educational programs for educational staff.2. Reinforce our educational programs for parents.3. Establish ourselves in a variety of educational markets, both within and outside Ontario.
	<p>Build a technological and operational ecosystem that anticipates industry needs and evolution</p>	<ol style="list-style-type: none">1. Streamline our technological operations.2. Optimize our technology and operational ecosystem for efficiency.3. Modernize and innovate using artificial intelligence and other technologies.
	<p>Be an employer of choice</p>	<ol style="list-style-type: none">1. Strengthen our employer brand and deliver a competitive and appealing value proposition.2. Cultivate an enriching and impactful talent experience at TFO.3. Develop a corporate culture based on respect, collaboration, and talent accountability.4. Optimize our organizational structure, proactively manage change, and ensure the long-term sustainability of our operations.
	<p>Diversify revenue streams to ensure our sustainability</p>	<ol style="list-style-type: none">1. Continue the deployment of a strategy outside Ontario.2. Implement the commercialization of our offering.3. Establish an advertising revenue strategy.4. Strengthen our partnership and philanthropic culture.

