

## **Halifax Panthers Junior Shadow Board**

### **Overview**

The primary objectives of the programme are as follows:

1. To create a Junior Shadow Board
2. To work on business initiatives that supports the growth of Halifax Panthers
3. To learn about the fundamentals of running a business

### **Business Fundamentals**

The areas we will cover will include:

- ✓ Leadership
- ✓ Top level strategy, including Vision, Mission and Values
- ✓ Operational strategy, planning, priorities, pace and purpose
- ✓ Products & pricing
- ✓ Competition
- ✓ Governance
- ✓ Communication
- ✓ People & Employment
- ✓ Marketing
- ✓ Sales
- ✓ Products and services
- ✓ Logistics
- ✓ Finance & funding
- ✓ Customer satisfaction
- ✓ Growth

### **Halifax Panthers Initiatives**

The key areas we will work on for the Halifax Panthers will include:

- ✓ Examine The Panthers business, brand, history and assets to support growth
- ✓ Fan base retention and growth
- ✓ Focus on Teenage and young adult fan base growth
- ✓ Executing ideas and plans