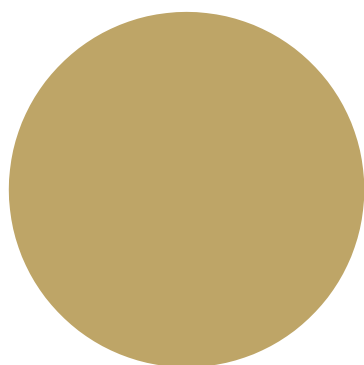
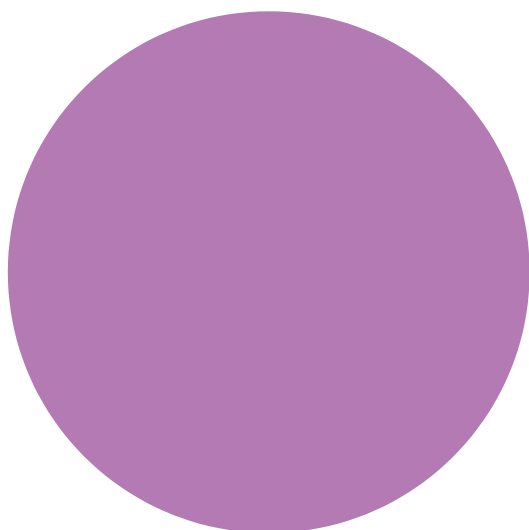


STRATEGY



INTRODUCTION

The Czech Hydrometeorological Institute (CHMI) aims to continue, in the long term, to succeed as a necessary, useful and competitive organization providing information, products and services for the public, public administration and commercial entities.

We want to:

- To be the best-known and most trusted expert organization in the Czech Republic!
- To be a sought-after expert partner for international cooperation.
- To provide useful and beneficial products and services and present them to customers in a scope and form tailored to their needs.
- To conduct targeted research and quickly translate its results into everyday practice.
- To be a place where people enjoy applying their creative potential and creativity.
- For the foundation of our success to be the work of teams across the organizational structure, and for every employee to feel understanding, respect and appreciation for their contribution to the team and to CHMI.
- To be proud of what we do and that we are part of the CHMI brand.

OUR VISION

“We improve awareness of quality of life.”

OUR MISSION

Our mission is to create and provide comprehensive, objective and understandable information and services across the fields of our scope of activity.



OUR CORE VALUES

- **Usefulness:** we measure and process information that we transform into knowledge, which serves the needs of society and individual users in an accessible and usable form.
- **Trustworthiness:** we emphasize the quality and objectivity of our data, products and services.
- **Initiative and flexibility:** we continually improve, devise new solutions and adapt to changing conditions and users' needs.
- **Learning:** today's mistakes are a source of learning and the foundation of our abilities and skills tomorrow.
- **Cooperation:** the result of a team's work is better than the sum of the results of the same number of non-cooperating individuals. By combining the knowledge and skills of different people, we create products with higher added value.

LONG-TERM STRATEGIC GOALS

CHMI pursues three strategic goals.

Strategic Goal 1:

To be the best-known and most trusted expert organization in the Czech Republic

Long-term objective/indicator

Users and customers assess our data, products and services as readily available, understandable and credible. They perceive CHMI as a trustworthy brand that brings them important and useful information and services.

Subgoals

1.1 We protect our data, information and IT systems

We are fully dependent on IT operations—data and data flows are the foundation of our activities. We will act in ways that minimize IT outages. We must not become a victim of cyberattacks, for example via phishing emails, as has already happened to some state organizations. And we must not lose any of the measured data.

1.2 We deliver information according to users' needs

We want to be beneficial for the public. We use appropriate communication channels, respect users' needs, and provide them with useful data and information in an attractive form that is understandable, clear, and easy and quick to access.

1.3 Warnings and forecasts are beneficial

Forecasts and warnings directly affect people's quality of life and safety. We continually improve the early warning system so that it provides people not only with hydrometeorological data, but also with information about the possible impacts of hazardous phenomena. What matters is not so much how many millimeters of precipitation will fall, but what it may trigger—erosion, a flash flood, flooding of underpasses, or the end of drought.

1.4 Partners seek us out for cooperation

We want to contribute actively and be part of projects and teams that are important for influencing, creating, providing and using services and products linked to our activities at regional, national and international levels. We seek opportunities for cooperation with both commercial and non-commercial entities in order to create interconnected products and services with high added value.

1.5 The activity of the hydrometeorological service is governed by a new law

We fulfill CHMI obligations set by the new law and evaluate how we operate under the new conditions. We improve how open data are made available to users. Other (commercial) activities provide additional resources to develop our capacities and skills.

1.6 We build the public CHMI brand

Our work and results are visible. We actively promote CHMI, appear in the media, organize events for the public, and use various communication channels.

Strategic Goal 2:

Our competitive advantage grows

Long-term objective/indicator

Users and customers consider the products and services provided by CHMI to be highly beneficial, useful and advantageous, and therefore choose CHMI themselves as a source of information and a service provider.

Subgoals

2.1 We meet customers' needs

Our customers feel that the services and products they receive from us are the best for them. Therefore, we must empathize with the customer's perspective and seek to understand what they truly need, and continuously verify how well we are doing at being beneficial and useful to them. Just as the SMS app for mayors was created based on discussions about their needs and how they use warning information, and AgroWeather was created through discussions with farmers, further development of the services we provide must arise from the needs of those they are intended for.

2.2 We present ourselves as one whole

We want to be a clear and reliable partner for users and other stakeholders; we can effectively address their requirements and needs (regardless of the institute's internal structure). We improve internal awareness so that all employees have an overview of what we do and what we contribute to. As a result, we act in a unified way towards our environment.

2.3 Research findings and new technologies improve our practice

We conduct applied research and, together with other partners, participate in research projects. We dedicate energy to research that directly leads to improving our tools, products and services. As a result, we provide higher-quality outputs.

Strategic Goal 3:

An effectively managed organization operates as one team

Long-term objective/indicator

Roles, functions and methods of cooperation are known and followed by all employees.
Employees are motivated and form multidisciplinary teams across the organization.

Subgoals

3.1 CHMI is a place for creative cooperation

We support teamwork and strengthen each team member's awareness that they are an important part of achieving common goals. Employees realize and accept responsibility for their work and the team's work. We strive to improve the working environment and tools employees use. We know that satisfied employees move CHMI forward.

3.2 We achieve better results thanks to effective management and cooperation

Employees perceive CHMI as a whole and think in context. Activities are aligned with each other with an emphasis on achieving goals thanks to open and accessible information. We evaluate the quality and efficiency of the results of our work so that we know where we can further improve. We look for ways to reduce administrative burden where possible, and to improve the clarity and comprehensibility of internal regulations.

3.3 We manage and develop human resources

People are what drives us forward; therefore, we support increasing the knowledge and skills of employees and teams and their use within CHMI. Employees know their role in the organization, where their development is headed, and why. Every manager is here to listen to the needs of the employees they lead, and the measure of their success is the success of the employees they lead.

STRATEGY IMPLEMENTATION

This strategy guides development and decision-making in all areas of CHMI's activities. It is followed by supporting strategies that elaborate the goals and the way to achieve them for specific areas: marketing strategy, communication strategy, development strategy, human resources management strategy, etc. These supporting strategies focus on how to achieve one or more subgoals of this strategy.

The strategy is implemented by setting operational goals for each calendar year. The achievement of these goals is regularly evaluated by CHMI management together with progress in implementing the strategy. The results of the evaluation are presented by the institute's management to employees during the first quarter of the current year, when employees are introduced to the goals for the upcoming period.

The result of the annual evaluation is also an assessment of the validity of the strategy as such and a possible proposal for its adjustment.

We will verify the achievement of strategic goals by monitoring indicators confirming progress toward the set goals and vision:

- 1) Strategic Goal 1: **To be the best-known and most trusted expert organization in the Czech Republic**, by monitoring media coverage and interactions on social networks, and further by:
 - The degree of compliance with cybersecurity requirements based on internal and external audits and reports of the cybersecurity manager.
 - The degree of availability and the extent of use of data provided through the national database.
 - Evaluation of the success of warning information and products, and their usability for users.
 - The degree of involvement of experts in commissions and in international, national and regional activities.
 - Interest of others in cooperation and CHMI products.
- 2) Strategic Goal 2: **Our competitive advantage grows**, by monitoring the level of revenue from commercial activities, and further by:
 - Identifying and evaluating customer satisfaction with our services and their accessibility.
 - Evaluation of the benefits of newly created and tested products and services.
- 3) Strategic Goal 3: **An effectively managed organization operates as one team**, by monitoring achievement of goals in individual years of the strategy's validity, and further by:
 - Evaluation of employee satisfaction.
 - Monitoring and evaluation of process effectiveness, performance, and project outcomes.
 - The degree to which activities are delegated to employees.

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