

## Find your way forward

### A four-year roadmap for your new council

A new council brings together independently elected leaders, each with their own priorities, perspectives and commitments to the community.

The opportunity is to unite those individual mandates around a shared direction and build a practical roadmap for the next four years.

The MacAfee Group helps councils find their way forward through a collaborative process that establishes shared direction, identifies strategic priorities and builds a plan for meaningful progress.

Our approach goes beyond traditional strategic planning. By understanding the people and perspectives around the table, we help council build its plan while establishing the shared understanding and ways of working that will support it throughout its mandate.

#### DISCOVER

Understand where you're starting.

Through conversations with the Head of Council, each elected member, and CAO, we explore the priorities, ambitions and perspectives around the table.

We also consider the municipality's existing plans, commitments, opportunities and challenges to establish a clear understanding of the work ahead.

#### DIAGNOSE

Find your shared direction.

We bring council together to discover where individual priorities connect, where perspectives differ and what council collectively wants to accomplish.

Through facilitated discussion, we help establish a shared mandate, identify strategic priorities and develop a common understanding of how council will work together to deliver them.

#### DESIGN

Build your four-year roadmap.

Working with council and administration, we translate that shared direction into a practical plan for the mandate ahead.

The roadmap establishes council's priorities, desired outcomes and key initiatives, connecting its ambitions to the decisions, resources and actions required to make progress.

### THE OUTCOME

A shared direction. A practical roadmap. A foundation for four years of progress.

Council leaves with more than a plan: clear priorities, a roadmap to guide decisions and resources, and a shared approach to working together that will help it navigate challenges and deliver results throughout its mandate.

TMG can continue to support implementation, budget alignment and execution—turning council's priorities into lasting progress for the community.

## A different perspective on municipal leadership

Tyler MacAfee began his career at the Association of Manitoba Municipalities, working directly with municipal leaders and communities across Manitoba. There, he developed a firsthand understanding of local government, the relationship between council and administration, and the realities of community leadership.

His career then expanded beyond the municipal sector. In senior leadership roles with the University of Manitoba and Winnipeg Airports Authority, Tyler led work in strategy, leadership, government relations, communications, organizational change and major infrastructure initiatives.

Those experiences shaped a broader perspective. While municipal government has unique challenges, the principles that help organizations make progress are remarkably consistent: shared direction, clear priorities, effective leadership and disciplined execution.

Today, through The MacAfee Group, Tyler brings those two worlds together—combining municipal experience with corporate leadership and strategy to help councils establish their direction, build practical plans and deliver meaningful progress for their communities.

### BACK TO WHERE IT STARTED

Tyler remains actively engaged in Manitoba's municipal sector. In 2026, he presented at the AMM Spring Convention and contributed *Why Municipal Leaders Need A Clear Lens For Leadership* to the AMM Municipal Elections Resource Hub.

That work reflects the same philosophy behind the Council Roadmap: municipal leadership requires more than understanding procedure. It requires clarity about how independently elected leaders will work together, make decisions and turn their individual mandates into progress for their community.

## THE MACAFEE GROUP

### WE HELP ORGANIZATIONS MAKE PROGRESS.

The MacAfee Group is a Manitoba-based advisory firm working with municipalities, public organizations and leadership teams to bridge the gap between strategy and execution.

Our work combines curiosity, clear diagnosis and practical design to help organizations understand where they are, decide where they need to go, and build the path to get there.