



Strategy Map 2021

Vision

Statistics that support creating happiness and sustainable development.

Mission

Become a pioneer in statistical work to support sustainable development, happiness creation and future foresight in the Emirate of Dubai, through an innovative statistical suite characterized by the highest standards in trustworthiness and transparency, based on the latest technologies and standards, and enabled through a happy and creative work environment.

Strategic Themes

Innovation & Future Technologies

Statistics for a Happier Life

Happy Customer

C1 Innovating for happier customers & providing smarter services.

C2 Achieving highest levels of transparency in statistical information availability and dissemination and ensuring that it reaches decision-makers and all stakeholders.

Statistical Processes

IP1 Innovating in statistics by utilizing artificial intelligence, data science and smart statistical technologies.

IP2 Developing and maintaining an official integrated statistical suite that governs sustainable development and future creation.

Learning & Innovation

LG1 Continuing to learn and innovate, by applying the latest next practices in governance and modern technologies and information security.

LG2 Committed to providing a happy and creative work environment, attracting and enabling Emarati competencies and talents.

LG3 Developing our partnerships and communicating to serve our various stakeholders.

Financial Performance

F1 Managing our financial resources and assets with the highest levels of efficiency and effectiveness.

Corporate Value

Happiness & Positivity

Innovation

Credibility

Transparency

Confidentiality