

**Our Mission:** We improve the lives of people with disabilities or other disadvantages through employment training, and job placement opportunities.

**Our Vision:** We will demonstrate local, regional, and global leadership in providing life-enhancing services to people with barriers to employment.

**Our Values:** We are dedicated to supporting the people we serve by respecting and empowering everyone in all of our interactions. The following values support and sustain this commitment:

***Commitment*** We embrace the mission in all that we do. We are dedicated to helping members of our community through the *Power of Work*.

***Learning*** We are committed to lifelong learning in order to provide a sustainable platform for our mission to grow and flourish.

***Accountability*** We hold ourselves to the highest standards of performance and measurements to ensure we are providing the highest level of service.

***Integrity*** We commit to demonstrating honesty, transparency and sincerity when serving our stakeholders.

***Innovation*** We pledge to be a forward thinking and visionary nonprofit agency, servicing the changing needs throughout the communities we serve.

***Respect*** We embrace a culture of respect and value for all current and future stakeholders

Purpose

Deliver services that remove barriers and improve lives

## Objectives

Add relevant mission programs that meet the needs of our clients, employment market and area employers

Continue and enhance collaborations with nonprofit organizations to ensure holistic services are provided to our clients

Expand services and business lines to all 13 counties

## Resources

Provide foundation for increased mission services and sustainable growth

### Objectives

Diversify top line funding ratio per three business lines; Retail, Contracts, Mission Services

Attract, acquire and enhance talent to drive success

Diversify top line funding ratio per three business lines; Retail, Contracts, Mission Services

Attract, acquire and enhance talent to drive success

Enhance existing and develop revenue sources to optimize market share

Enhance and invest in systems and infrastructure to optimize effectiveness

Continuously improve operations to maximize effectiveness and optimize efficiencies in order to provide resources for sustainable mission

## People

Deliver for employees, persons served, business customers and supporters

### Objectives

Improve organizational communications

Increase organizational awareness for supporters

Develop and implement development opportunities for



## 2019 – 2021 Strategic Plan

all employees

### Community

Steward the Goodwill brand and experience across our territory

#### Objectives

Provide a compelling and engaging experience for stakeholders

Align brand image across the organization

Leverage relationships to advance Goodwill

Full Board Approval 12/11/2018