

# Goodwill's Strategic Plan

*We are proud to share Marion Goodwill Industries Inc.'s strategic plan overview for the next five years. It is something of which we can all be proud. This plan has been thoughtfully and carefully developed as a practical and useful guide to keep us on track and moving forward toward achieving our vision.*

*All of us, the people of Goodwill throughout the entire company, bring the plan to life every day through a countless number of actions and efforts that are aimed at accomplishing specific goals. Most of us don't review the strategic plan every morning when we come to work. But, we all must be aware of it and know that it is there, guiding us to make good decisions in order to serve our clients and help them achieve their own dreams.*



## **Grow the Mission**

- Build relationships.
- Expand services to meet the unmet needs of the community.
- Publicize our mission through all assets.
- Increase total people served.

## **Maximize our Potential**

- Consistently develop job skills.
- Reward and recognize the right performance.
- Connect every employee to the vision and the future of Goodwill.
- Improve satisfaction through feedback of employees and customers.

## **Expand Public Awareness**

- Promote self-advocacy for person's with disabilities.
- Increase our safety culture.
- Reduce, reuse, and recycle.
- Work efficiently.

