

Strategic Plan 2023 - 2025

MISSION

Changing lives through the power of work

VISION

Communities where people are empowered to reach their full potential

VALUES

Honesty
Integrity
Respect
Excellence
Service

STRENGTHEN

OUR MISSION

Increase opportunities where the power of work can be realized.

OUR TEAM

Create an environment where we are recognized as a "Great Place to Work."

OUR BUSINESS

Grow revenue through donated goods, business-to-business services and other revenue streams.

OUR ORGANIZATION

Maintain a culture of continuous improvement that examines everything we do.

MEASURES

Percentage of persons placed compared to served

Year-over-year reduction in "unhealthy" team member turnover (vol vs invol)

DGR Revenue compared against reachable market

Number of team members participating on a Continuous Improvement (CI) Team

Credentials earned

Number of promotions

Sales per square foot

Percentage of team members participating in roundtables

Goodwill scholarships awarded

OSHA incident rate less than industry average

Number of donors compared to budget

Increase overall team member engagement survey score

Number of team members participating in Goodwill mission-related services

STRATEGIES

1 Create a more personalized experience

1 Maintain and expand programs and services that respond to a changing workforce. Offer competitive and flexible total compensation plan (living wage, flex scheduling, day pay, etc.)

1 Deploy strategies that secure and grow market share

1 Invite input and innovation from the entire organization

2 Grow employer and community partnerships

2 Continue to provide quality service to contract customers above the CRP's benchmark

3 Expand Goodwill Training Academy

2 Focus on training and career progression for all team members

3 Increase the engagement/satisfaction of our shoppers and donors

2 Develop functional roadmaps that align with our organizational strategy

4 Launch initiatives powered by Scott funding (skilled trades, re-entry, Good Health, expand sites, adult education)

3 Offer team members the same services available to participants and customers

4 Implement facility and loss prevention strategies that enhance stakeholder experience and optimize financial impact

5 Increase access to mission services

4 Expand and simplify our reward and recognition program

5 Diversify revenues through expansion of business-to-business relationships

3 Improve the understanding of who we are and what we do

5 Maintain a "better than industry standard" safety program

6 Demonstrate we value our team members