

Goodwill of Greater Grand Rapids

Strategic Plan 2023 - 2025

AT A GLANCE

Mission
Changing lives and communities through the power of work.

Vision
The leader in the nation helping people achieve self-sufficiency.



TALENT	TALENT	REVENUE
<p>Ensure effective internal communication within all levels of the organization</p> <p>Increase measurable effective communication between departments to ensure people are receiving the information, understanding, acting on and sharing it</p> <p>Continue to foster a highly inclusive environment and culture throughout Goodwill</p> <p>Strive to be reflective of our demographics in the communities we serve</p>	<p>Cultivate an employee human capital mgmt strategy focusing on employee recruitment, retention, and comp packages</p> <p>Reduce turnover through effective recruitment, retention policies, and comp package</p> <p>Ensure WFD programs and services meet the current and future needs of the community</p> <p>Assess and develop WFD programs and services to meet current and emerging community needs</p>	<p>Maximize retail sales and e-commerce, while focusing on efficiencies and new technologies</p> <p>Provide funding for WFD and organizational needs</p>
		DONORS
		<p>Assess and remain agile with current and future donor habits</p> <p>Maximize donation potential</p>

