

Goodwill's Strategic Plan



A message from Mike Smith, President/CEO, Goodwill of Southwestern Pennsylvania.

"Good plans shape good decisions. That's why good planning helps to make elusive dreams come true." – Lester R. Bittel, The Nine Master Keys of Management

We are proud to share Goodwill of Southwestern Pennsylvania's strategic plan overview for the next three years. It is something we can all be proud of. 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 of being the region's premier human services organization offering exceptional service. (We can think of it as our own type of GPS navigational device!)

All of us, the people of Goodwill throughout the entire organization, 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 better serve our clients and help them achieve their own dreams.

Our Strategic Priorities

January 2010 – December 2012

People

- * Providing the best possible services to the individuals we serve
- * Ensuring staff have the skills needed to provide world-class service
- * Making Goodwill a great place to work for everyone

Excellence

- * Ensuring that we are operating efficiently and effectively
- * Developing staff leadership skills
- * Expanding and improving our use of technology

Relationships

- * Improving customer satisfaction and loyalty
- * Developing relationships within our communities that advance agency priorities

Financial Stability

- * Growing the profitability of the retail system
- * Pursuing profitable or cost neutral work experience contracts
- * Increasing the amount of money we get through fundraising

The Environment

- * Operating all of our facilities in ways friendly to the environment
- * Developing a new business line using recycled material
- * Achieving certification for all areas of our recycling businesses

We help people improve their quality of life through work and related services.