

STRATEGIC PLAN



VISION

REGIONAL INDUSTRY AND LOCAL TALENT ARE EMPOWERED AND EQUIPPED TO **CONNECT, ADVANCE, AND THRIVE.**

MISSION

GST MICHIGAN WORKS! CONNECTS AND PROVIDES INDUSTRY AND TALENT WITH THE **ASSETS** THEY NEED TO WORK **TOGETHER** IN BUILDING A **PROSPEROUS** REGION.

Internal Communication and Coordination

- Improve communication and coordination across departments and throughout all levels of the organization.
- Strengthen professional development systems.

Access to Services

- Increase use of technology for delivery of services.
- Increase outreach to targeted communities in order to reach customers where they are.

Public Awareness

- Increase internal awareness and participation in marketing efforts
- Increase penetration with marketing and promotional activities

Purposeful Partnership

- Improve quality of relationships with partner service agencies
- Increase awareness and exposure to partner service agencies among staff and customers

Demand-Driven Services

- Integrate sector approaches into all relevant workforce activities
- Improve customer service across the entire region

CUSTOMER SERVICE STANDARDS

ATTITUDE:

We provide services in a genuinely helpful and courteous manner.

LISTENING:

We care enough to listen intently to our customers.

EMPATHY:

We understand our customer's perspective and strive to meet their unique needs.

HONESTY:

We communicate with transparency and integrity.

FOLLOW-THROUGH:

We provide complete services, going above and beyond to exceed the customer's expectations.

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1-800-285-9675 TTY: 711. A proud partner of the American Job Center Network.

www.gstmiworks.org