

STRATEGIC PLAN



VISION | **Employers and job seekers** are empowered and equipped to connect, advance, and thrive.

GST Michigan Works! Connects and provides **employers and job seekers** with the assets they need to work together in building a prosperous region.

MISSION

Internal Communication and Coordination

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

Access to Services

- **Customize** the use of technology to improve access to services.
- Increase outreach to **diverse** communities in order to reach customers where they are.

Public Recognition

- Increase internal awareness and participation in marketing efforts.
- **Target marketing and promotional activities to program-specific populations.**

Purposeful Partnerships

- Improve quality of relationships with partner service agencies **in order to increase resources for customers.**
- Increase awareness of and exposure to partner service agencies among staff and customers.

Proactive Services

- Increase knowledge of employer and job seeker needs both locally and regionally.
- **Standardize** 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.

www.gstmworks.org