

## OUR MISSION

To facilitate change through skills training and work opportunities.

## OUR VISION

All people are living their full potential and capable of contributing to their community.

## OUR VALUES

Integrity – Respect  
Accountability – Innovation  
Service - Empowerment

## Our Focus



### OUR TEAM

Be an “employer of choice” by fostering an innovative and learning culture that develops our employees.

Attract, hire, and retain talent.

Foster a mission-centric culture and value-based work environment.

Increase learning and development opportunities for Goodwill employees.



### OUR COMMUNITY

Improve Goodwill’s impact, reputation and presence in the community.

Create, expand, and improve services to the community.

Improve brand and mission awareness.

Strengthen Goodwill’s presence in the community.



### OUR GROWTH

Strengthen Goodwill’s financial position and ensure operational excellence.

Invest in infrastructure.

Enhance donor model.

Maximize strategies to utilize excess cash.

# 2020-2022 STRATEGIC PLAN

Reviewed and Revised October 2021



Heart of Texas  
Goodwill Industries, Inc.

