2021-2022 **Goodwill Industries Employee-Focused** of Northeast Iowa, Inc. goodwill **STRATEGIC PLAN Create Skills** Offer Marketing **Become Profiles & Evaluate** Life-Enhancing **ATTRACT & HIRE** Campaign **Recognized** as **Assessment Tools Current Hiring NEW TEAM** Advantages in Focused on an Employer of for DGR & **MEMBERS** Addition to Process Choice **Front-line** HIRING Wages **Positions Increase Employee** Satisfaction & **Promote Internal Develop Training Improve Feedback Retention through RETAIN TEAM** and Performance **Process and** Mission Internal **MEMBERS** Indicators Channels Awareness **Communication and Formal Recognition** Develop Celebrate Develop Invest in Implement **DEVELOP TEAM** and Promote **Educational Professional** Succession Plan **Good Guides MEMBERS Career Road Development** for Leadership Achievements **Program** Maps **Loyalty Card Estate Night Owl One-Touch Scholarships** Grants **FEASIBILITY** Donor Planning Database goodwill Inspire Others Mission First People Matter **Tell Our** Align with Create Community Opportunity Stories