

3. Develop mission-enhancing business opportunities around the world while respecting local operating environments and cultures.

In many parts of the world, the greatest need for those who are disabled or poor is for jobs. Every community, in North America or elsewhere in the world, has its own unique character and workplace needs. Goodwill will leverage its collective resources to:

- Create opportunities for our target populations by developing mutually beneficial alliances with businesses, non-governmental organizations and governments in North America and elsewhere around the world.
- Explore globalization of some of Goodwill's current businesses.
- Investigate the potential of developing microenterprise programs to enhance our mission in some of the world's poorest countries.
- Maintain the Goodwill traditions of strong local organizations, strong local relationships with government and the business community, and programs and services developed and operated in response to local conditions and needs.

4. Focus on technology training and resources as a means of workplace success.

New and expanding technologies will have an effect on every job. To better enable those we serve to make the most of the resulting opportunities, Goodwill will:

- Include appropriate technology training in every workforce development curriculum program.
- Identify emerging technologies that increase worker productivity, and include their use in programs for our target populations.
- Work with others to advance access to workplace technology for people with disabilities.
- Expand the use of technology in Goodwill's own operating systems, both as an example to those we serve and as a means of improving Goodwill's own productivity and effectiveness.

5. Develop and optimize the use of Goodwill's resources.

In all that we do, Goodwill Industries will:

- Use all available and appropriate technologies in pursuit of our goal.
- Develop and periodically modify our structure, governance, and operating policies and practices to enhance the accomplishment of our mission and goal.
- Leverage our local and collective financial, human and information resources with those of other organizations that have compatible aims.
- Build on our 100 years of experience while adapting to the new and rapidly changing realities of communication, transportation and other factors of the environment and the resulting rapidly changing workforce requirements.
- Be responsible stewards of all our resources to maximize the accomplishment of our mission, maintain a financial position that enhances long-term viability of the organization, and merit the strong support of the public.

Measures of Our Success

This initiative requires local Goodwills and all of Goodwill Industries International to expand its services and relationships dramatically to reach the 20 million person goal.

To make this initiative a set of credible results, Goodwill will:

- Identify and set standards for how we define a person served so as to measure objectively any improvement in economic self-sufficiency.
- Report results toward the initiative's goal to the public and our partners on an annual basis.

- Identify and report measures to demonstrate economic impact for communities as well as for families as a result of this set of goals.