

# OUR STRATEGY

2021-26



## OUR VISION

is for people to thrive by getting a job (and keeping it!)

## OUR PURPOSE

is to prepare people for work and engage local communities to create, capture and connect people to jobs

## OUR VALUES

we're in it together  
we do what's right  
we deliver on our promise  
we never give up



## OUR CUSTOMERS NEED...

strong foundations • education and skills •  
employment • sustained success •

## WHAT WE'RE DOING ABOUT IT...

### PREVENTING UNEMPLOYMENT

We're setting people up for success in life and work

### REDUCING UNEMPLOYMENT

We're reducing long term unemployment by getting people jobs (and keeping them there!)

### CREATING EMPLOYMENT

We're creating new jobs through social enterprise and employer partnerships

## HOW WE'RE DOING IT...



### PUTTING CUSTOMER PROGRESS FIRST

We're delivering an experience that provides genuine benefit to our customers and employers.



### CULTIVATING OUR CULTURE

We're championing a 'customer-centric and high-performing' culture with great people.



### GROWING & GETTING STRONGER

We're building our organisation with passion, purpose and performance.



### INVESTING IN COMMUNITIES

We're amplifying our impact by increasing investment into local communities.



### OPTIMISING TECH TACTICS

We're customising solutions for our customers, employees and organisation to succeed.