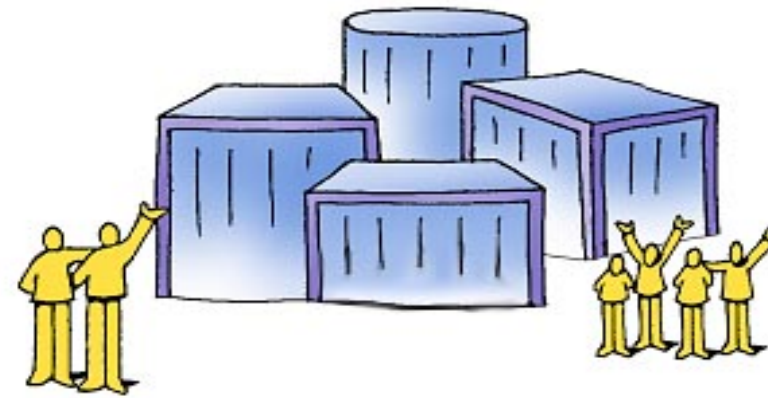


# ENGAGING WORKPLACE PARTNERS QUALITY CHARACTERISTICS

## WORKPLACE AS CUSTOMER

- Prioritize workplace partner engagement
- Research & define the market
- Sequence & value a range of participation options
- Target materials & strategies
- Promote long term partnerships with employers



## SALES AND SERVICE ORIENTED

- Define a range of services
- Provide a professional environment
- Orient staff & promote a sales culture
- Support supervisors & other partners

## SYSTEM APPROACH

- Driven by a clear and detailed marketing plan
- Utilize effective data management tools
- Communicate with all partners
- Leverage the work of others
- Connected to a broader system

## QUALITY PRACTICES

- Are performance driven
- Measure effectiveness of efforts
- Utilize satisfaction surveys
- Conduct regular organizational assessments
- Communicate results

## TARGETED RESOURCES

- Assign discrete & skilled staff
- Dedicate resources
- Convene a focused advisory group
- Provide regular staff development opportunities