

ENGAGING WORKPLACE PARTNERS QUALITY ELEMENTS



WORKPLACE AS CUSTOMER

- ❑ Prioritize workplace partner engagement
- ❑ Research & identify the market
- ❑ Target strategies & materials
- ❑ Value a range of participation options

SALES & SERVICE ORIENTED

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

OPERATIONAL EXCELLENCE

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

CONTINUOUS IMPROVEMENT

- ❑ Driven by performance
- ❑ Evidence of effectiveness & impact
- ❑ Utilize satisfaction surveys
- ❑ Conduct regular organizational assessments

TARGETED RESOURCES

- ❑ Hire/assign discreet & skilled staff
- ❑ Dedicate resources
- ❑ Convene a focused advisory group
- ❑ Provide regular staff development opportunities