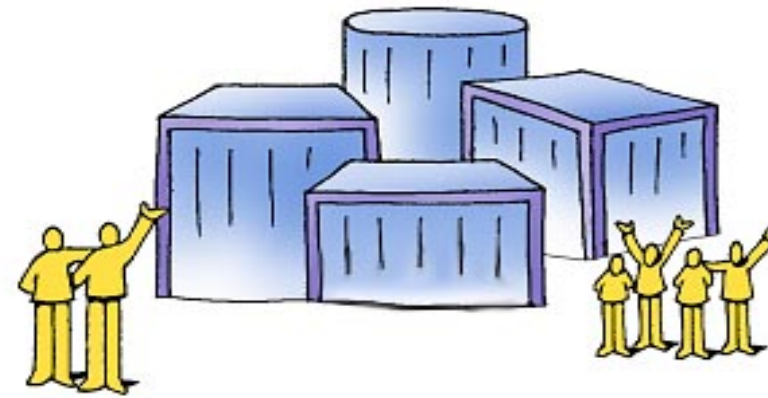


ENGAGING WORKPLACE PARTNERS QUALITY CHARACTERISTICS



WORKPLACE AS CUSTOMER

- Prioritize workplace partner engagement
- Research and define the market
- Target materials and strategies
- Sequence and value a range of participation options

SALES AND SERVICE ORIENTED

- Define a range of services
- Provide a professional environment
- Orient staff and promote a sales culture
- Support supervisors and 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 and skilled staff
- Dedicate resources
- Convene a focused advisory group
- Provide regular staff development opportunities