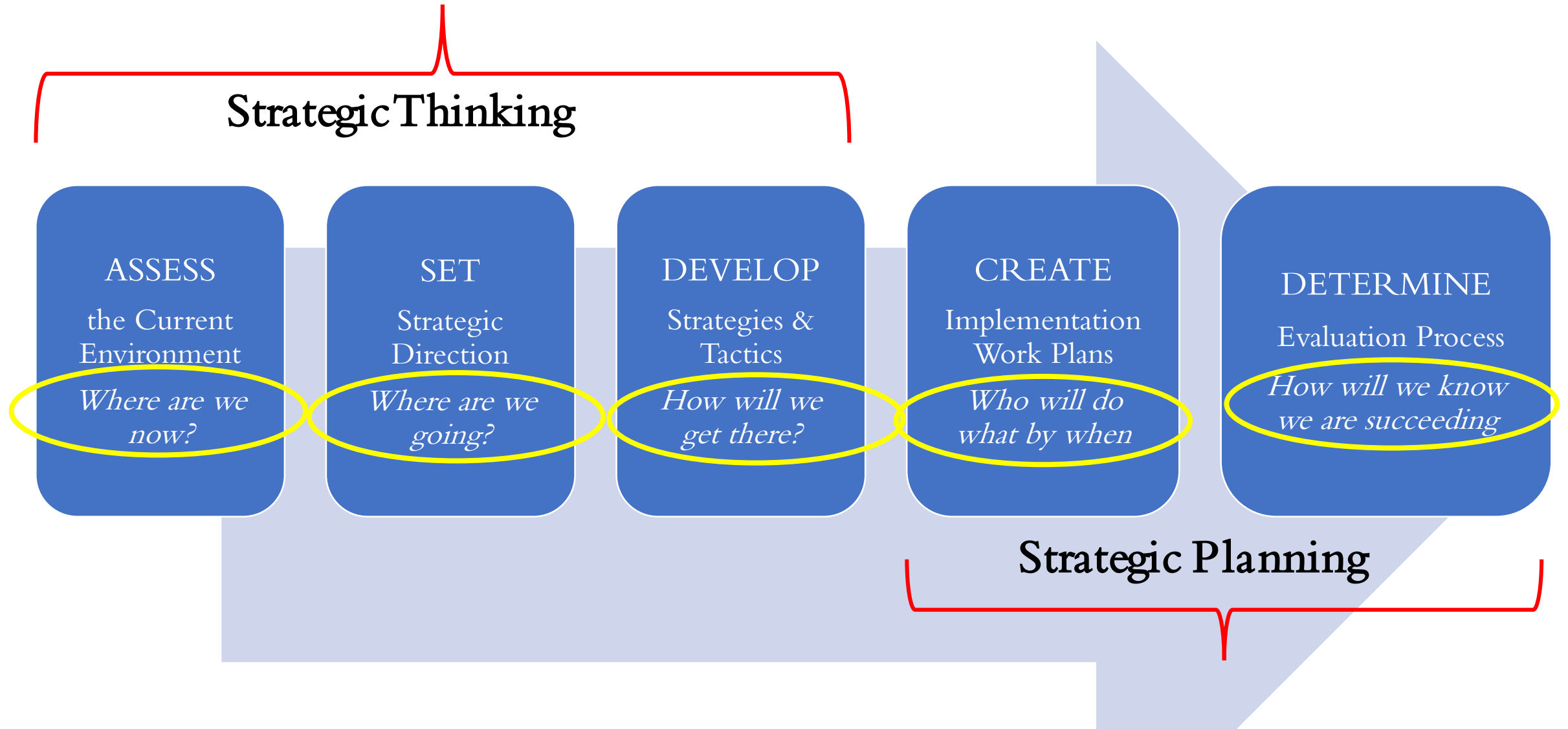






[illegible]

Strategic Planning Process



Mission Statement =

What's wrong with the world and
how you intend to fix it.

Vision Statement =

What the world will look like after
you've finished changing it.

Mission Statement

Steele County government is dedicated to delivering effective, efficient, respectful public service with integrity and accountability using both proven and innovative methods.

Tag Line: *Quality public service provided with integrity.*

Vision Statement

To make Steele County the place of choice to live, work, play and grow in southern Minnesota.

**Bloomberg
Businessweek**

"Would You
Believe I'm Just
Big-Boned?"



Coca Cola Mission:

To refresh the world...

To inspire moments of optimism and
happiness...

To create value and make a difference



VISION

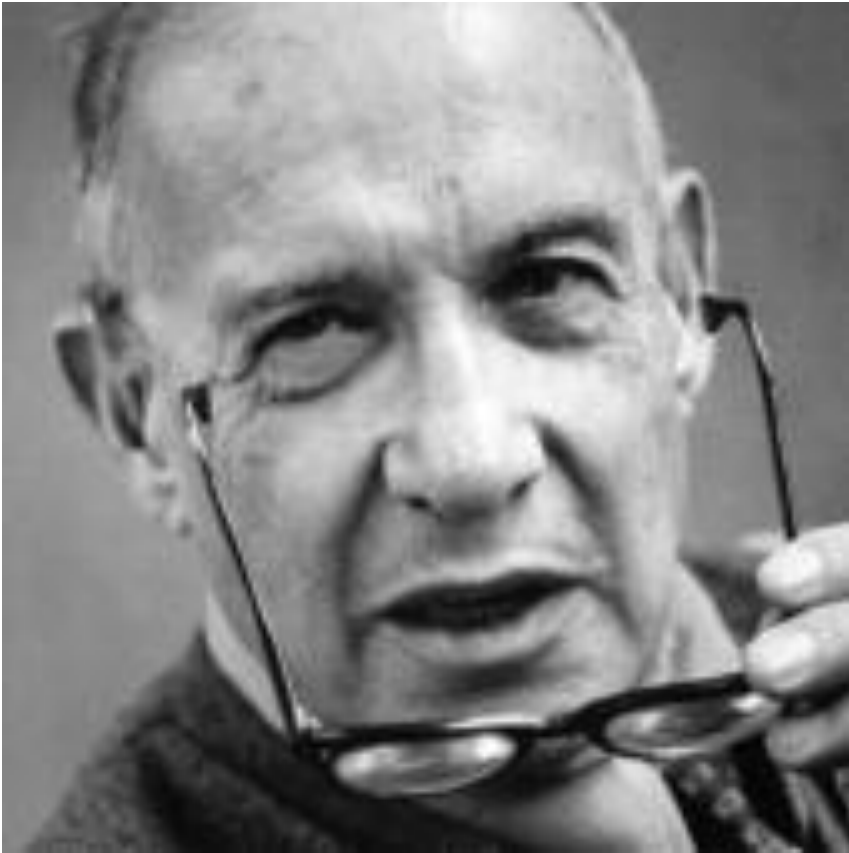
**“To be a world class Cat[®] dealer,
the first choice for customers
and employees”**

MISSION

**“We are committed to helping our
customers succeed, utilising
Cat and Allied products and services
to provide effective solutions**







*“The only valid definition
of business purpose is to
create a customer.”*

Peter Drucker





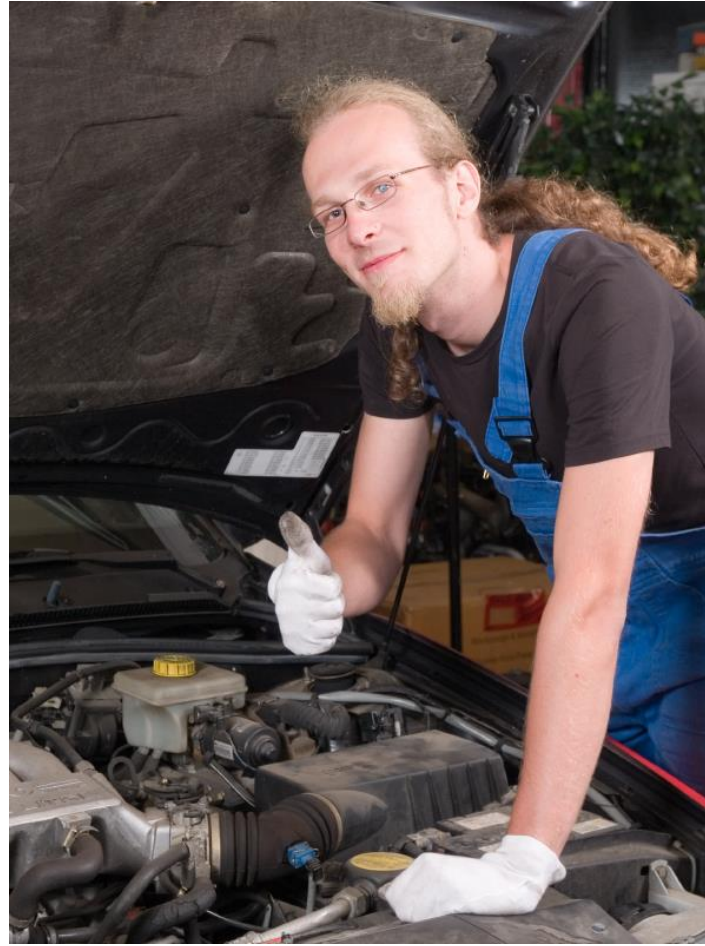
How do you define
your business?



Are GTO's in the training business?



**Or in the business of helping people
get a better job?**



lookinglass.com

Or helping
employers find that
elusive, *curious*
apprentice?



Mission Statement =

What's wrong with the world and
how you intend to fix it.

Vision Statement =

What the world will look like after
you've finished changing it.

Mission Statement =

What does my customer need, and how are we going to fulfil that need?

Vision Statement =

What our customer's world will look like after we've helped them change it.



Mission Statement =

What does my customer need, and
how are we going to fulfil that need?

Vision Statement =

Democratise the automobile
– Henry Ford

Mission Statement =

What does my customer need, and how are we going to fulfil that need?

Vision Statement =

A computer on every desk in every home – Bill Gates

Are you about DRILL BITS, or HOLES?





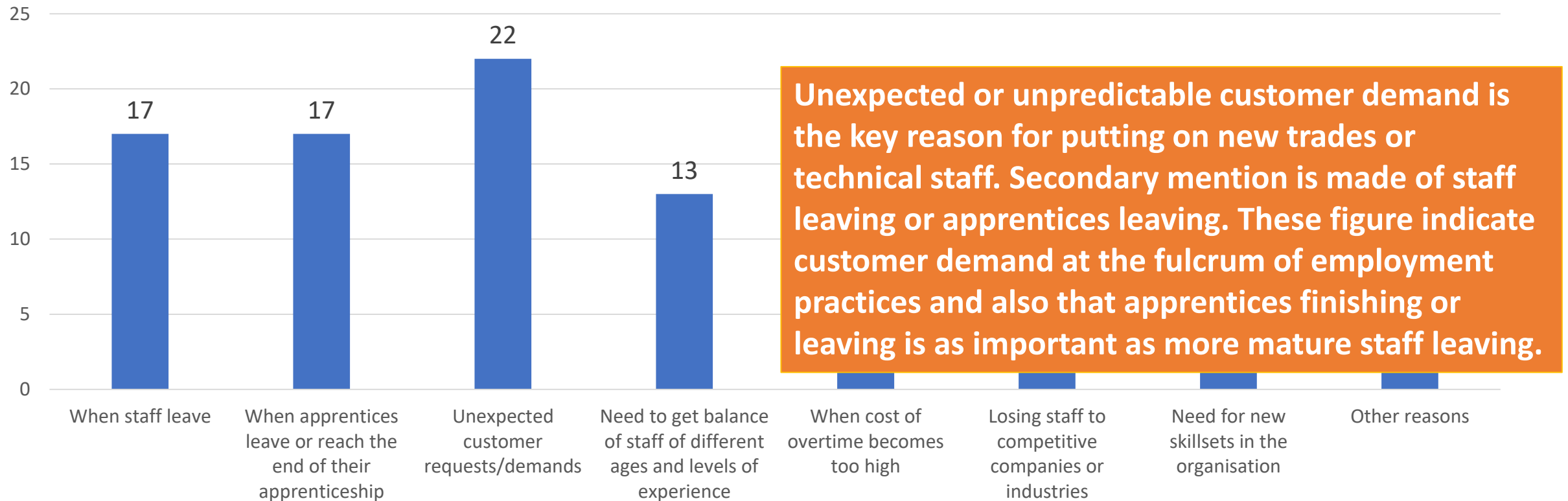
An airline's 50 million moment's of truth

Each year, 10 million customers came in contact with approximately 5 SAS employees. The contact lasts an average of 15 seconds. Thus SAS is created 50 million times a year, 15 seconds at a time. These 50 million “moments of truth” are the moments that ultimately determine whether SAS will succeed or fail as a company. They are the moments when we must prove to our customers that SAS is their best alternative.

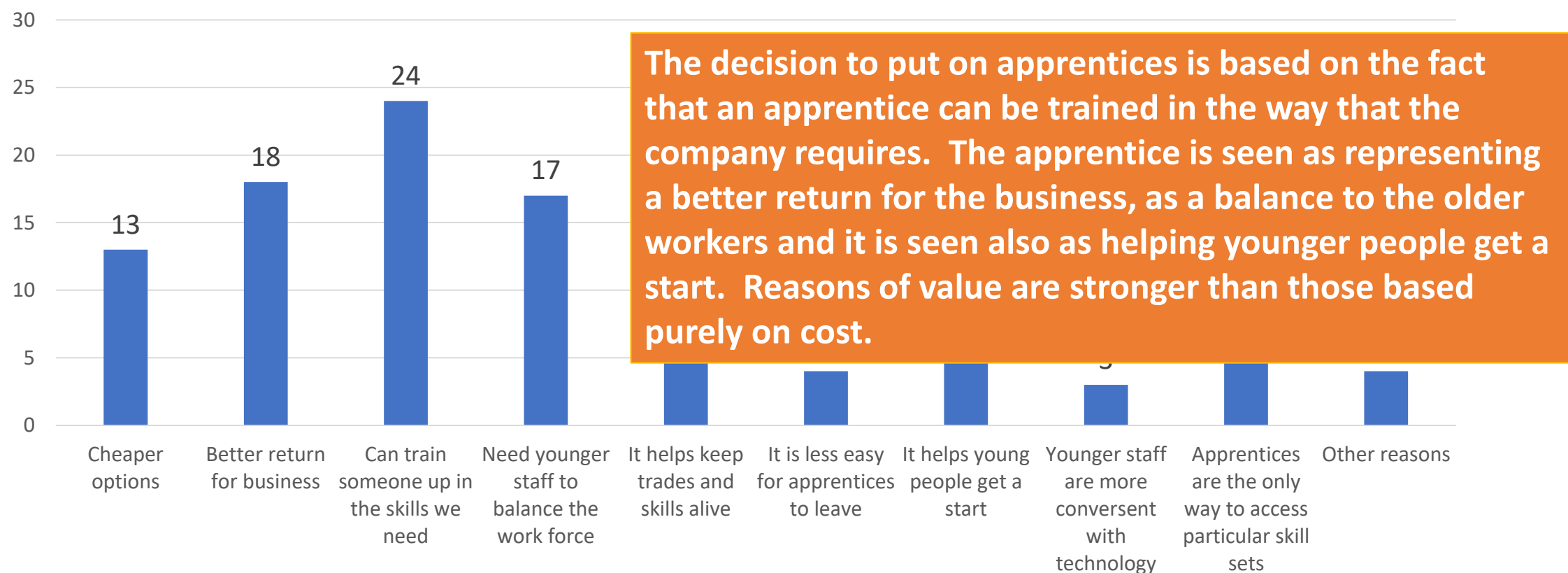
Jan Carlzon



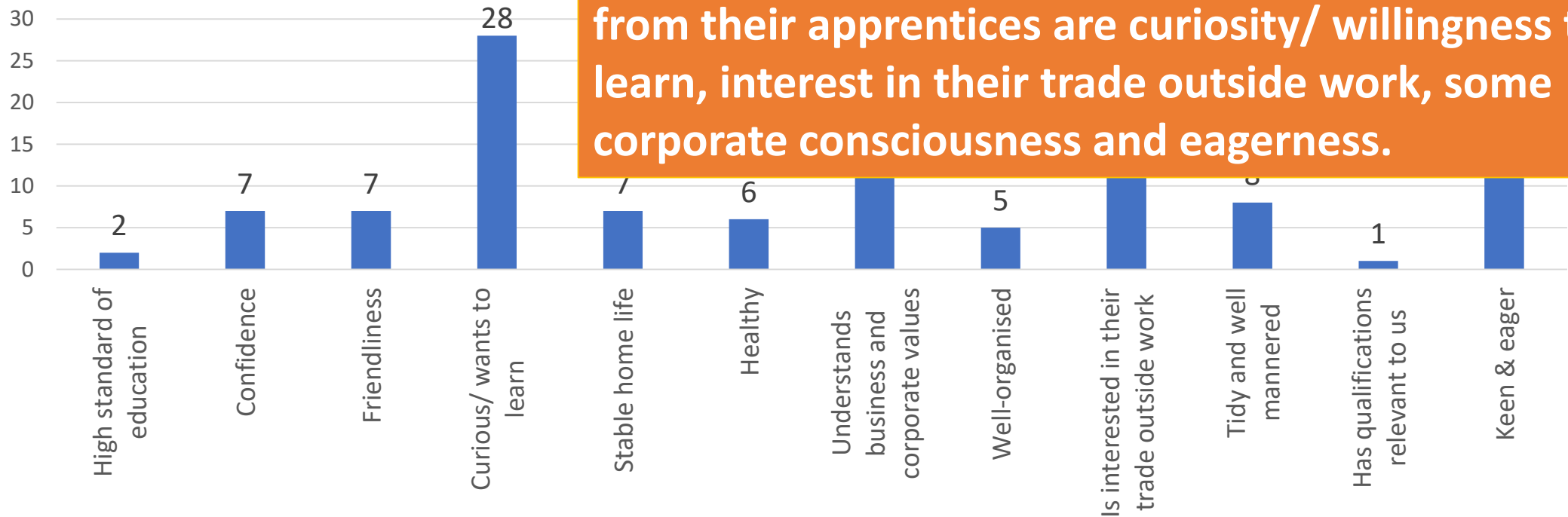
What prompts you to look to put on new staff? Please check as many as apply



In what situations and for what reasons do you put on apprentices rather than other types of staff? Please check as many as apply



What are the key things you look for from an apprentice? Please choose no more than THREE



The main aptitudes that employers are looking for from their apprentices are curiosity/ willingness to learn, interest in their trade outside work, some corporate consciousness and eagerness.

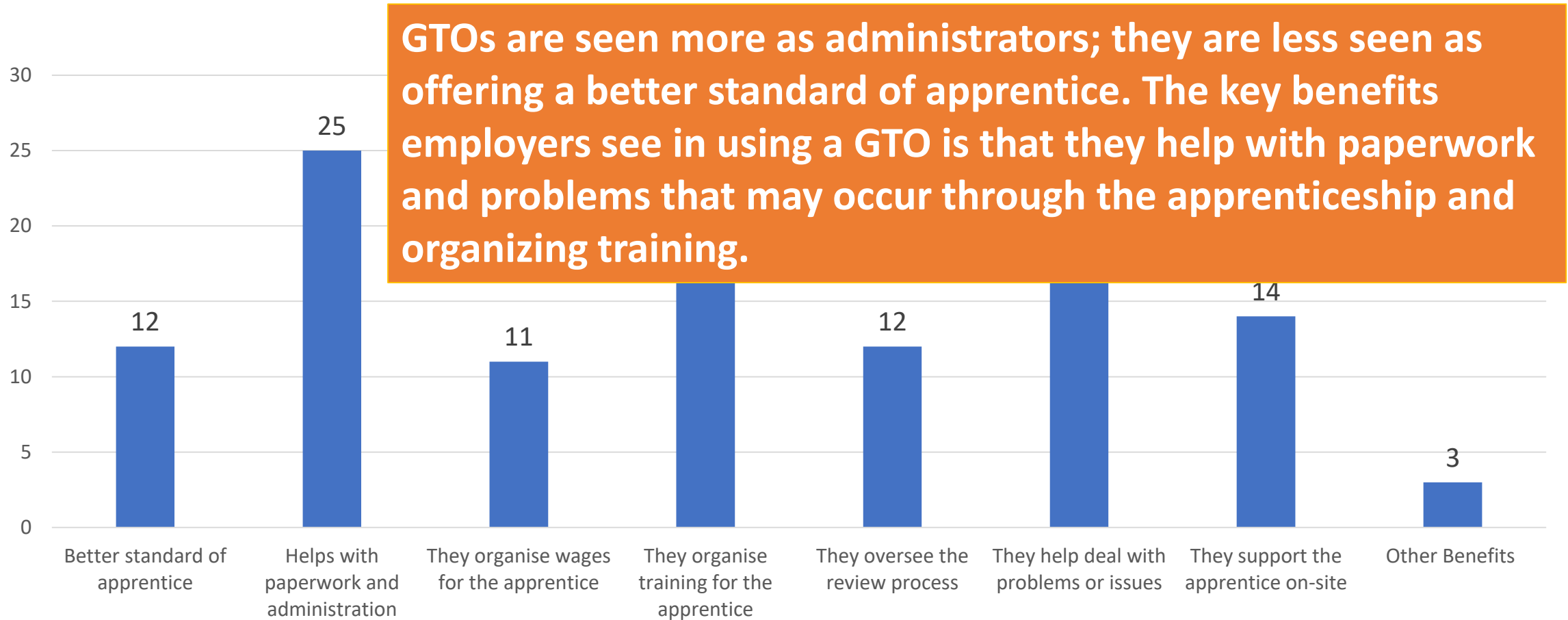
What to you are the key elements and outcomes of a successful apprenticeship? Please tick all that apply

The key factors in a successful apprenticeship are seen as someone who represents a sound investment for the company, someone who becomes comfortable with the company and who can be taken on as soon as the apprenticeship is finished.

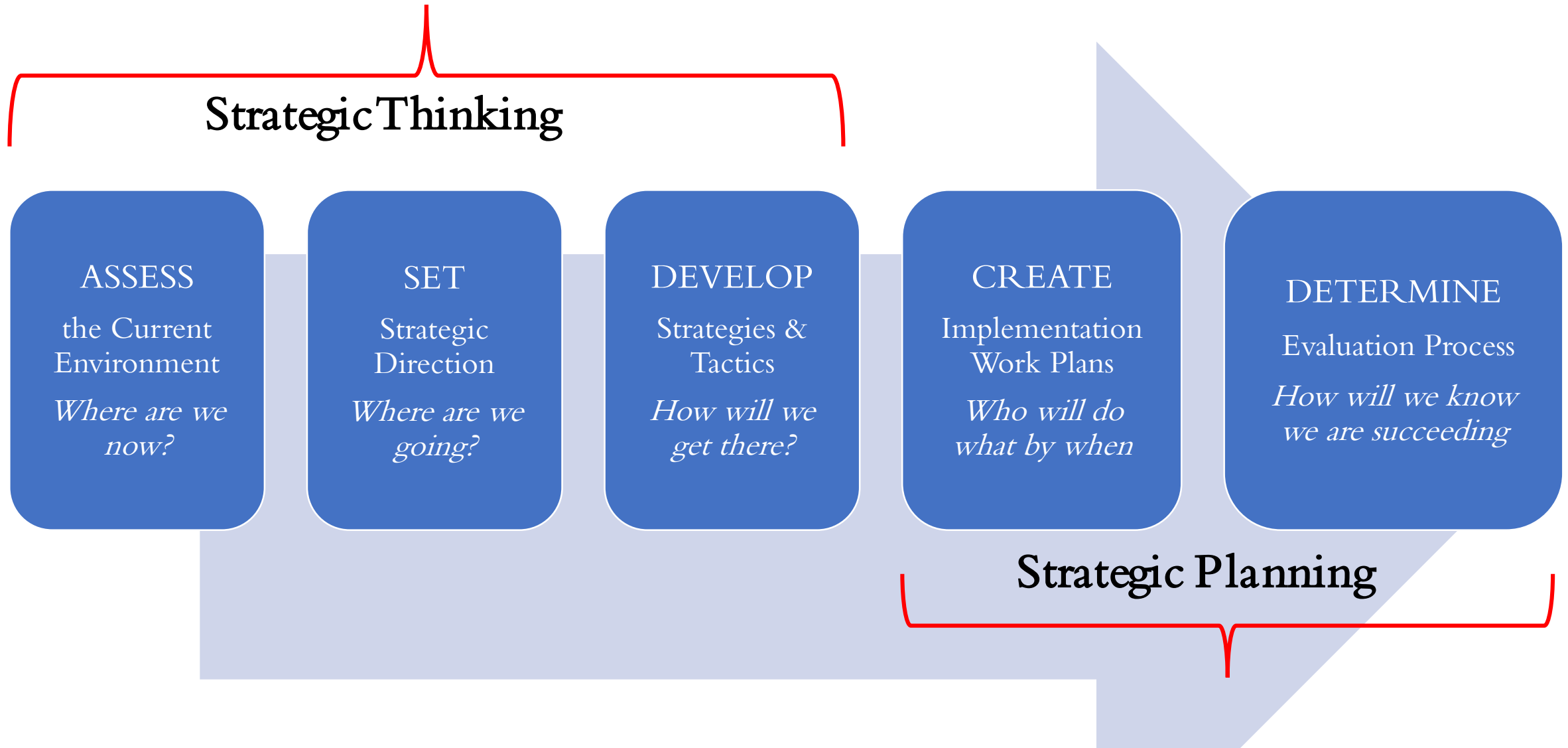
They achieve a



What do you consider the advantages of using a GTO to employers?



Strategic Planning Process



Attributes (features)

Benefits (WIFM)



THE CYCLE OF SERVICE

