

# Strategic Priorities

## 2012-2015



### What we do

Women Onto Work provides services that help disadvantaged women achieve their goal of moving into sustainable employment.

### What we believe

That fairly paid work is the best way out of poverty for women and their families.

That women face unique barriers to work as a result of gender inequalities.

That the opportunity to make a meaningful contribution through work is a cornerstone of human well being.

That confidence is the key enabler on to an employment pathway.

That lasting change can only be achieved through a client-centred approach.

### Who we work with

We work with women who face recognised barriers to work, and/or are at risk of long term unemployment, and who want to work.

### Our strategic priorities

**Priority 1:** To provide a safe and motivating coaching environment where women can set and achieve employment goals.

- We will deliver tailored programmes to help marginalised women identify and address employment barriers and set fulfilling but realistic goals.
- WOW will provide employability training and a portal through which women will access other skills development opportunities.
- We will support women to enter and sustain employment.

**Priority 2:** To champion peer and professional networks for women moving into work.

- We will provide opportunities and encouragement for women to create supportive professional and community based networks.
- We will develop and maintain communication infrastructure to enable women to communicate with each other, with WOW, and with wider networks.
- We will create volunteering opportunities through mentoring and alumni activities.

**Priority 3:** To position ourselves as a key partner in the delivery of integrated employability services.

- We will work closely in partnership with key commissioning and delivery organisations to ensure best value and seamless service delivery.
- We will develop partnerships with employers to create genuine and sustainable employment pathways for disadvantaged women.
- We will add value to all partnerships by contributing expertise on women's issues

**Priority 4:** To be a recognised centre of excellence in women and employment.

- We will establish robust systems for monitoring and evaluating our services.
- We will continually review and develop our service models based on the best available evidence.
- We will actively share our knowledge and experience.
- We will position WOW as an influencer at local and national policy and framework levels.

**Priority 5:** To create an enterprising organisation that is driven by innovation and that is financially sustainable.

- We will cultivate a diverse range of income streams by bidding for contracts, and exploring opportunities to develop enterprise and trading arms.
- We will diversify our funding portfolio by forming closer links with trusts and foundations, and by cultivating relationships with corporate donors and high net worth individuals.
- We will maintain strong relationships with key statutory funders in the areas of equalities, poverty alleviation, economic development and employability.