



Easterseals Louisiana Strategic Map

Mission			
To assist children and adults with physical and intellectual disabilities achieve independence.			
2019 Focus: Building Upon Success to Strengthen Organizational Position			
Key Objectives			
Engage in Best Business Practices, Ethics, Corporate Compliance & Risk Mitigation	Provide the Best Employee Experience	Optimize and Measure Participant & Stakeholder Engagement/Satisfaction	Respond to the Changing needs of people with disabilities while sustaining the organization
Strategies			
<ul style="list-style-type: none"> • Ensure ESL corporate documents reflect current practice • Update ESL policies and procedures to reflect current practices align with current laws and regulations • Establish standard operating procedures to be utilized across ESL locations • Create procedures for tracking policy compliance • Modernize & Standardize ESL records system 	<ul style="list-style-type: none"> • Make best use of technology to foster integration and improve productivity • Foster atmosphere of “one Easterseals” through contemporary communication methods • Assure organization has clear and communicated leadership structure • Hire and retain highly qualified employees • Ensure that ESL benefits provide employees with resources needed to thrive • Build ESL culture where every employee is a champion for the mission • Continuously work to support ESL employees in managing time and stress • Obtain accurate feedback from ESL new hires and current employees as strategy for retention 	<ul style="list-style-type: none"> • Ensure accurate data is collected from participants to continue to improve ESL services • Engage ESL stakeholders for feedback and expansion opportunities 	<ul style="list-style-type: none"> • Evaluate the current landscape of ESL programs to determine opportunity for expansion of successful service lines • Ensure sustainability of ESL services by pursuing increased reimbursement rates for current service lines. • Identify two new partners to increase ESL business • Better understand ESLs exposure to competition and regulation in the marketplace