



Our Strategic Aims and Priorities for 2014-19

Deliver progressive CLIENT SERVICES	Fulfil our SOCIAL PURPOSE	Enable our PEOPLE & PROCESSES	Achieve sustainable GROWTH
<p>Achieve better business outcomes for civil society organisations by reaching and supporting more people managers through our services</p> <p>Keep under review service offerings to ensure portfolio is legally compliant, fit for purpose and meets the needs of target audience</p> <p>Develop trusted client relationships, maintaining our reputation for excellent customer service</p> <p>Enable client organisations to understand and manage the opportunities and risks associated with employing and managing people</p>	<p>Accelerate social impact through continued reinvestment of trading surpluses, to spread excellence through people management services</p> <p>Continuously increase the number of organisations and managers who engage with services</p> <p>Regularly review, report on and raise awareness of our social impact</p> <p>Influence and engage with civil society sector leaders, and identify and pursue partnership opportunities, as a route to expanding our social impact</p>	<p>Attract, engage and retain the best people to deliver on the Mission of Roots HR</p> <p>Ensure the continued capability of directors and employees, providing fair and mutually beneficial career development opportunities</p> <p>Ensure healthy and safe working practices for all stakeholders</p> <p>Continuously review opportunities for more efficient and effective working practices, including IT, location, facilities and governance</p> <p>Proactively seek mutually beneficial opportunities to offer internships and work experience placements</p>	<p>Achieve year-on-year increase in customer numbers, revenue and profit</p> <p>Explore business opportunities, both proactively and as they arise</p> <p>Identify and manage organisational risks</p> <p>Implement effective management reporting systems</p> <p>Understand and ensure compliance with all relevant legislation</p>