

Leading Strategy: PTP Strategic Vision

PATHWAY TO POSSIBILITIES

*Positive results for
our participants is
our first priority.*

**We empower
people to learn
and find work
they value.**

Background.

We empower people to learn and find work they value. PTP Adult Learning and Employment Programs is a visionary community-based organization based in Toronto. Since our beginnings in 1992 as a project under the Metro Toronto Movement for Literacy, we have supported and continue to support people facing multiple barriers to learning and employment. Incorporated in 1998 as an independent not-for-profit organization, we have helped over 22,000 people find new opportunities and better futures.

We are dedicated to strengthening the link between literacy and work. PTP is recognized as a leader in innovative workforce literacy programming across Canada. We have been dedicated to providing full workforce literacy and Essential Skills programming since 1999. Over the years, we have conducted and participated in several research projects that underscored the need to deliver good quality integrated programming that focuses on the needs of learners who will enter the workplace.

We promote adult learning and workforce preparation across Canada. Responding to the needs of the people we serve, we have developed learning and assessment tools and leading practices in program instruction that are recognized and used both locally and nationally. The impact of our work spans from British Columbia to Nunavut to Nova Scotia. Training other practitioners on PTP tools began in 2000, and since then, we have certified over 700 individuals on our standardized assessment tool and instructional resources.

**We help people
learn, find new
opportunities and
build futures.**

The Vision.

Empowering people to learn and find work they value.

The Mission.

To provide basic skills education, upgrading, job search and related services to individuals preparing for employment, training or further education.

The Social Purpose.

We help people learn, find new opportunities and build futures. The relationship between low literacy, unemployment, underemployment, and poverty underlies the complex barriers our participants face. Our innovative and versatile team deliver a range of programs and services to address these barriers and so encourage all participants to realize their potential as both learners and engaged members of their communities.

A Renewed Direction for Strategy.

Positive results for our participants is our first priority. For over two decades, PTP has delivered programs and services that have facilitated positive change in our communities. To continue to inspire change, we commit to meeting the evolving needs of the people we serve by fulfilling our mission and vision in the following ways:

A. RESPONSIVE PROGRAMS & SERVICES.

We deliver innovative and accessible program and service offerings. We have been proactive in aligning ourselves with leading practices to meet the needs and challenges of our participants. We are highly skilled and practiced in transitioning adults from learning programs, to employment services, to work. We will continue to utilize a holistic, integrated approach to program and service delivery by giving priority to the following goals:

1. Identify gaps in programs and services and expand current offerings to align with individual and local labour market needs.
2. Strengthen cross-team relationships within the organization by building awareness and understanding amongst staff through cross program planning.
3. Expand our technology use across programs and services.
4. Evaluate programs and services to ensure their relevance, integrity, effectiveness and efficiency.

B. ENGAGED STAFF.

We engage staff in work they value. We foster a culture of open communication and collaboration, and facilitate opportunities for staff to be creative in their effort to achieve positive outcomes for all participants. We will continue to deliver on our commitment to each member of our team by giving priority to the following goals:

1. Design and execute a tool that uncovers “hidden” talents and considers skill sets of staff.
2. Restructure the way we work to make space for reflection, creative thinking, and innovation.
3. Craft a leadership philosophy that frames our approach to Human Resources management.
4. Design and implement a staff development program that commits to learning activities for staff and reflects PTP work culture.

C. STRONG PARTNERSHIPS, ACTIVE STAKEHOLDERS.

We build active and lasting relationships with our partners and stakeholders. We align ourselves with organizations that share PTP’s values. We engage in partnerships that advance our mission and contribute to literacy and employment services sectors across Canada. We collaborate with stakeholders to address social needs relating to literacy, underemployment, unemployment, and poverty. We will continue to acknowledge the importance, value, and uniqueness of our partners and stakeholders and to strengthen those relationships by giving priority to the following goals:

1. Conduct a stakeholder analysis that considers a range of interests, including the needs, and aspirations of our partners and stakeholders.
2. Draft and enact a stakeholder management strategy informed by stakeholder forums and our findings from the stakeholder analysis.
3. Cultivate cross sector partnerships with those who have diverse sets of expertise and who will add valuable insight into our work.
4. Explore and define a PTP partnership strategy that will support us in scaling our work nationally.

D. LEADING PRACTICE.

We are sector leaders, highly regarded in the communities and sectors we serve. We are recognized locally and nationally as leaders in the literacy and employment services sectors. We will continue to leverage and build on our reputation in Canada by giving priority to the following goals:

1. Craft and execute a marketing plan, including communication flow and social media strategy, to expand awareness of our work.
2. Position PTP as a progressive social purpose organization, paying close attention to what it means to be progressive and socially-minded in purpose.
3. Refine branding of our social enterprise, PTPCOMPASS, to enable us to better market its offerings and help us attract and secure new clients and contracts.
4. Launch an online platform housing digital training tools and e-commerce capabilities that realizes returns while delivering accessible, practical user experiences.

E. FISCAL FORESIGHT & INNOVATION.

We are a strong, sustainable, social purpose organization. We have the capacity to grow our assets while generating meaningful social impact. We are responsive and adaptable to changes that affect our financial position. We will continue to uphold our mission by employing fiscal responsibility and innovative practices by giving priority to the following goals:

1. Explore and implement a not-for-profit business model that effectively links finance with strategy to ensure PTP remains a strong, healthy organization and place to work.
2. Build capacity of PTP's social enterprise, PTPCOMPASS, to improve the rates of financial and social return on investment.
3. Craft a social finance strategy by exploring existing and emerging social impact investing options to determine which will work for us.
4. Work together with government funders to find solutions to funding challenges for core programs and services.

**We are dedicated
to strengthening
the link between
literacy and work.**

How do I get more information?

For additional information about PTP visit
www.ptp.ca

or email us at
info@ptp.ca

or call us at
(416) 510-3266

