

STRATEGIC PLAN 2023-2025

UPDATED JUNE 2023



LANGUAGE
SCHOOLS



Greystone
COLLEGE





VISION

Empowering people through global education

MISSION

“To provide our global community with transformative learning, living, and work experiences by offering the finest language, career, and higher education programs.”



CORE VALUES

PASSION

To enrich & transform people's lives

INNOVATION

To evolve through creativity & diversity

RESPECT

To treat everyone with compassion & dignity

COLLABORATION

To build community & achieve more together

INTEGRITY

To act responsibly & ethically in everything we do





OUR GOALS



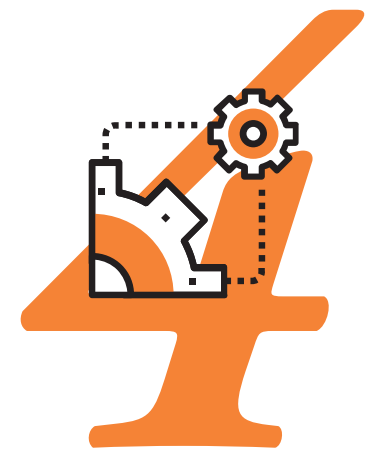
**Deliver
transformative
learning experiences**



**Grow and sustain
an active global
community**



**Expand globally
and locally**



**Leverage our collective
expertise to stimulate
innovation and evolution**



GOAL 1

DELIVER TRANSFORMATIVE LEARNING EXPERIENCES

We strongly believe in the life-changing power of education, and our primary goal at ELS, ILSC and Greystone College is to deliver learning experiences that will expand the future opportunities of our students, help them meet their personal and educational goals, and ultimately, transform their lives in positive ways.

We nurture transformative learning both in the classroom and out in the world. The inspirational triggers used include the stimulus of a new culture, a new landscape, and human relationships; the realization of one's own innate 'learning drive'; and the renewal of our natural curiosity and wonder.

GOAL 1



DELIVER TRANSFORMATIVE LEARNING EXPERIENCES

OBJECTIVES AND ACTIVITIES

WE MAKE THIS HAPPEN BY

- A** Understanding and empowering students to meet their educational, career, and life-experience goals.
- B** Empowering and encouraging our people to realize their full potential.
- C** Being recognized globally for providing students and partners with high-quality, responsive, accessible, and flexible programs, products, and services.





GOAL 2

GROW AND SUSTAIN AN ACTIVE GLOBAL COMMUNITY

We are committed to developing and maintaining sustainable local and global communities that are welcoming and inclusive, ensuring a supportive, multi-faceted, cultural experience for all. These communities play an important role in ensuring that we are part of something bigger.

GOAL 2

GROW AND SUSTAIN AN ACTIVE GLOBAL COMMUNITY

OBJECTIVES AND ACTIVITIES

WE MAKE THIS HAPPEN BY

- A** Supporting a collaborative and agile community where our talented teams embody and further shape our vision, mission, and core values.
- B** Creating effective communication strategies to better connect people and teams to our core values and to each other.
- C** Enhancing and developing new ways for everyone to engage and learn about our commitment to Community Social Responsibility (CSR).
- D** Building and sustaining strong local and global communities and cultures that are fresh, engaged, and inclusive.





GOAL 3

EXPAND GLOBALLY AND LOCALLY



We want to strengthen and share ELS, ILSC and Greystone College's transformative experiences with more people and in new and existing locations. We are committed to local and global expansion, offering new opportunities for growth and development for all our stakeholders.

We are committed to diversifying our programs, products, services, and business locations to expand our reach, continually address the changing demands of our markets, and to mitigate risk.

GOAL 3

EXPAND GLOBALLY AND LOCALLY

OBJECTIVES AND ACTIVITIES

WE MAKE THIS HAPPEN BY

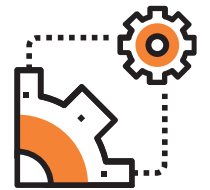
- A** Expanding physically into new spaces and destinations.
- B** Building and expanding programs, products, and services.
- C** Advancing sales, marketing, and brand awareness.





GOAL 4

LEVERAGE OUR COLLECTIVE EXPERTISE TO STIMULATE INNOVATION AND EVOLUTION



Foster a culture of innovation and collaboration to create a more cohesive and agile organization to ensure continued success and rewards for all stakeholders. Through multi-disciplinary partnerships, we leverage our intellectual and human capital to develop and deploy innovative solutions. This gives us the capacity to deliver the best outcomes to continue achieving our goals, objectives, and mission.

GOAL 4

LEVERAGE OUR COLLECTIVE EXPERTISE TO STIMULATE INNOVATION AND EVOLUTION

OBJECTIVES AND ACTIVITIES

WE MAKE THIS HAPPEN BY

- A** Fostering and communicating a culture of openness to ideas, possibilities, and multi-disciplinary solutions.
- B** Implementing scalable systems solutions that support student, employee, and partner success.
- C** Analyzing emerging trends in education and other professional services to ensure our organizational capabilities are innovative and current.

