

A photograph of three people (two men and one woman) sitting around a table, looking at papers and smiling. The background is a wall decorated with colorful geometric shapes (triangles, squares) and line art of animals (a bird, a dinosaur). The image has a semi-transparent dark overlay on the left side where the text is located.

STRATEGIC PLAN

2023-2025



A background photograph of a modern lounge or meeting area. Several people are seated on orange and grey modular sofas. In the foreground, three people are engaged in conversation. A woman with short dark hair is on the left, wearing a black top. A woman with glasses and a black and white striped jacket is in the center. A man with curly hair, wearing an orange sweater and blue jeans, is on the right. They are sitting around a small, round, white table. On the table, there is a silver water bottle, a smartphone, and some papers. The background shows other people sitting on similar sofas, and the overall atmosphere is professional and collaborative.

VISION

Empowering people through global education

MISSION

“To provide our global community with transformative learning, living, and work experiences by offering the finest 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

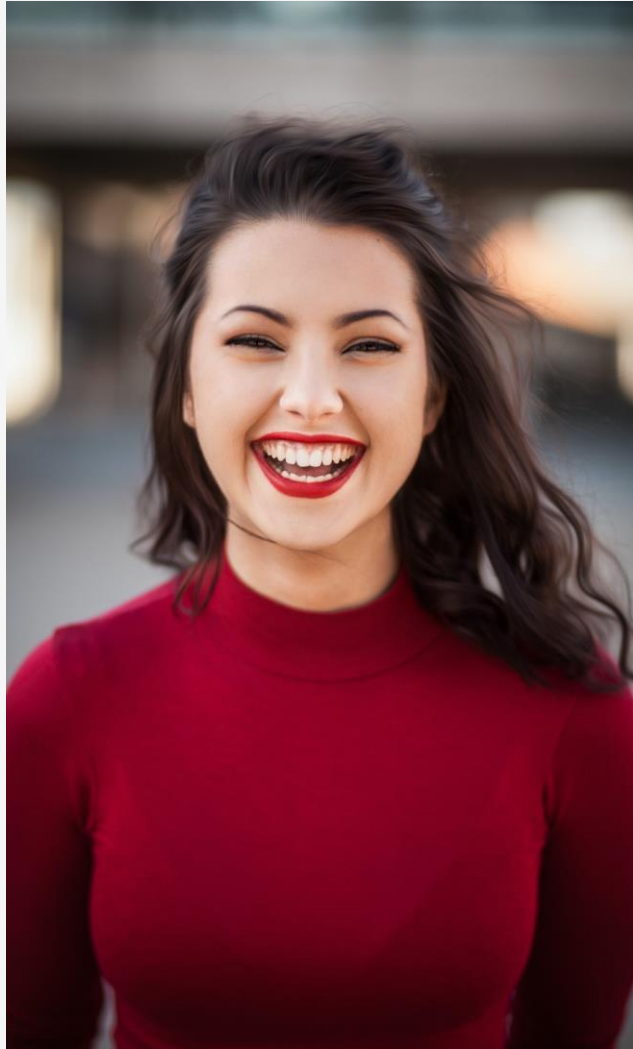
COLLABORATION

To build community &
achieve more together

INTEGRITY

To act responsibly & ethically
in everything we do





OUR GOALS

1. DELIVER TRANSFORMATIVE LEARNING EXPERIENCES

- 1.1 The Student Experience
- 1.2 Our Teaching & Learning
- 1.3 Sustainability in Education

2. GROW AND SUSTAIN AN ACTIVE GLOBAL COMMUNITY

- 2.1 People & Culture
- 2.2 Community and Social Responsibility

3. GROW ETHICALLY

- 3.1 Ethical Marketing & Recruitment
- 3.2 Brand & Reputation

4. OPERATE THROUGH INNOVATION AND EVOLUTION

- 4.1 Optimize school innovation and integration
- 4.2 Scalable systems
- 4.3 Analyse trends in education and related professional services





GOAL 1

DELIVER TRANSFORMATIVE LEARNING EXPERIENCES

We strongly believe in the life-changing power of education, and our primary goal at Greystone Institute 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



Strategic Priority 1.1 The Student Experience

Empowering Students for Life-Fulfilling Careers and Meaningful Contributions

By prioritizing the empowerment of our students for life-fulfilling careers and meaningful contributions, Greystone Institute strives to produce graduates who are not only academically proficient but also confident, purpose-driven, and socially responsible leaders. Through this strategic focus, we shape individuals who will positively influence industry and society, leaving a lasting legacy of positive change.



Understanding and empowering students to meet their educational, career, and life-experience goals.



Industry-Integrated Learning



Global Perspectives and International Exposure



Career Development and Job Seeking Support



Alumni Mentoring and Networking - aspirational



Lifelong Learning and Sustainable Growth



Graduate Attributes



Social Impact and Community Engagement



Graduate Success Metrics

GOAL 1



Strategic Priority 1.2 Our Teaching and Learning

Through the strategic priority of delivering responsive, agile, and innovative higher education qualifications, Greystone Institute reaffirms its commitment to preparing students as future-ready leaders, innovators, and change-makers. We envision an educational ecosystem that adapts to the evolving world, enabling our graduates to thrive and make a profound impact on society. Together, we march forward, transforming the future of higher education for a brighter tomorrow.



Responsive to Emerging Trends



Embracing Digital Transformation



Continuous Improvement Processes



Agile Curriculum Design



Industry Exposure



Meet & exceed the standards of our quality assurance organizations and accrediting bodies.



Innovative Teaching and Learning Approaches



Robust Self Assurance systems



Engage in the scholarship of teaching and learning, applied research.

GOAL 1

Strategic Priority 1.3 Sustainability in Education

At Greystone Institute, we believe that sustainability is not just an environmental responsibility; it is a core pillar of our educational mission. As part of our strategic plan, we have outlined a series of activities that prioritize sustainability and integrate environmental awareness into our academic programs and campus practices.



Sustainable Curriculum Integration



Partnership with Environmental Organizations



Green Campus Initiatives



Sustainable Procurement and Supply Chain



Environmental Awareness Campaigns



Sustainability Reporting and Goals



Sustainability Student Projects



GOAL 2

GROW AND SUSTAIN AN ACTIVE GLOBAL COMMUNITY

At Greystone Institute, we recognize that our people are the heart and soul of our institution, and fostering a vibrant and inclusive culture is vital for our success. As part of our strategic plan, we have outlined a series of activities focused on nurturing our people, enhancing employee satisfaction, and promoting a culture of collaboration, innovation, and continuous growth.

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

Strategic Priority 2.1 People & Culture

Greystone Institute aims to build a cohesive, diverse, and innovative community. Nurturing our people, valuing their contributions, and fostering a culture of inclusivity and continuous growth will be instrumental in achieving our overarching vision of providing exceptional education and positively impacting society.



Employee Development & Training



Recognition & Rewards Programs



Talent Attraction & Retention Strategies



Diversity & Inclusive Initiatives



Mentorship & Leadership Development



Transparent Communication Channels



Employee Engagement Surveys



Wellness & Work-life Balance initiatives



Community Building Events

GOAL 2

Strategic Priority 2.2 Community and Social Responsibility

Enhancing and developing new ways for everyone to engage and learn about our commitment to Community Social Responsibility (CSR).



Encouraging and investing in global and local CSR initiatives including diversity, equity, and environmental stewardship through fundraising, volunteering, and community outreach.



Promoting awareness of our CSR efforts by sharing our initiatives through unique and authentic content.



Growing existing ILSC Education Group and community programs such as Learn to Earn and the Humanitarian Scholarship Program.



Undertake Accreditations to recognise our commitment to CSR



GOAL 3.

GROW ETHICALLY

At Greystone Institute, ethical marketing, and student recruitment are fundamental to upholding our values and maintaining the trust of our stakeholders. As part of our strategic plan, we have outlined a series of activities that prioritize transparency, integrity, and responsible practices in all our marketing efforts and student recruitment endeavours.

We envision a future where our institution stands at the forefront of higher education, renowned for producing agile, innovative, and future-proof qualifications. As a strategic priority, we are committed to growing our reputation as a trailblazer in education, responding to the rapidly changing needs of industry and the global landscape.

GOAL 3



Strategic Priority 3.1 Ethical Marketing and Student Recruitment

By actively implementing these strategic activities related to ethical marketing and student recruitment, Greystone Institute demonstrates its commitment to fostering a culture of integrity, trust, and responsible practices. Our ethical approach to marketing and student recruitment ensures that we attract well-informed students, confident in their choices, and aligned with our values and educational mission.



Transparent Marketing Materials



Compliance with Advertising Standards



Collaboration with School Counsellors and Educators



Responsible Social Media Engagement



Student Ambassador Program



Compliance with Privacy Regulations



Ethical Use of Student Testimonials

GOAL 3

Strategic Priority 3.2 Brand and Reputation

Greystone Institute's strategic priority of growing a reputation for agile, innovative qualifications underscores our commitment to excellence and relevance in higher education. By forging strong industry partnerships, embracing innovation, and fostering a culture of responsiveness, we create a transformative learning environment that prepares our graduates to excel in a rapidly changing world.



Industry Alignment and Partnerships



Innovative Pedagogies and Technologies



Success Stories and Alumni Impact



Curriculum Co-Creation



Faculty Professional Development



Feedback-Driven Improvement



Rapid Program Development and Launch



Global Recognition and Accreditation



Engage in the scholarship of teaching and learning, applied research.

GOAL 4



OPTIMIZE SCHOOL INNOVATION AND INTEGRATION

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



Strategic Priority 4.1 Optimize school innovation and integration

By actively implementing these strategic activities related to ethical marketing and student recruitment, Greystone Institute demonstrates its commitment to fostering a culture of integrity, trust, and responsible practices. Our ethical approach to marketing and student recruitment ensures that we attract well-informed students, confident in their choices, and aligned with our values and educational mission.



Find innovative solutions to proactively resolve challenges and embrace new opportunities.



Build and expand programs in an innovative and agile manner, to address the evolving needs of current and future students.



Develop creative ways to deliver high-quality student services beyond the classroom.



Encourage, support, and invest in our people's participation in key industry associations, research, and publications.

GOAL 4



Strategic Priority 4.2 Scalable systems

By actively implementing scalable systems solutions that support student, employee, and partner success we can support growth as well as ensure that staff wellbeing, student experience, and partner experiences are well managed.



Employ a multi-disciplinary organizational approach to continually assess and improve existing systems and processes.



Develop, deploy, and maintain new systems and processes consistently across all operations.



Deliver transparent, accurate, and timely communication to allow stakeholders to make informed decisions.

GOAL 4



Strategic Priority 4.3 Analyse trends in education and related professional services

Through the collection and tracking of industry and internal data, we can benchmark ourselves against industry trends, ensure we are meeting our targets, and manage internal and external risk.



Supporting the humanization of work for our teams through increased flexibility, innovation, internal growth opportunities, and collaborative decision-making.



Conducting systematic reviews and enhancements of our products and services based on student outcomes and industry feedback.



Developing and deploying infrastructure, products, and services conducive to an engaging learning and working environment.