

Building Workforce System “Business” Partnerships

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Entities Typically Involved in Workforce System Planning

1. Business/Business Associations
2. Education
3. Workforce Development – professionals, non-profit agencies, system delivery (WIB)
4. Non-profit/Community agencies
5. Government
6. Funders
7. Labor
8. Target Audience



Identifying Meaning

It is important to recognize and plan for varying partner agendas in creating collaborations.

- ❑ Multiple Partners = multiple agendas
 - ❑ Agendas often derive from the metrics of each organization
 - ❑ Accept agendas and incorporate a rallying point for all
 - ❑ Incorporate individual wins where possible
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Identifying, Accepting & Planning Against Individual Entity Focus and Agenda

Business – exist primarily to “make a profit”, employees/employment are a means towards that goal

Business associations - are business member driven through membership fees

Workforce Development System – primary focus is on the success of an “individual” and “secondary” focus is on business workforce needs

Non-profit/community organizations – built around a mission with funding/services directed to secure mission outcomes

Government (most specifically those agencies involved in workforce development) – designated to serve a target audience and provide a specific menu of products/services, using delivery methods meeting pre-defined success outcomes. Includes local political agendas at local, state, national level

Education – Focuses on academic guidelines, success of the individual and meeting community need which includes business need

Funders for the work of the partnership – May be comprised of all of the above

Labor – apprentice programs, business partner

Target audience – wants career or career advancement and may bring to the work their frustrations built from unsuccessful education attainment, previous layoff, etc.

Business Agenda Identification

What is the agenda for business to be involved in workforce programming?

A workforce that can assist in obtaining profitability goals

What are they frustrated by?

- ❑ *The lack of skill set present in the existing workforce*
- ❑ *Workforce Pipeline*
- ❑ *“How” to use the system or “what” the system is and the fragmented nature of the system*
- ❑ *Repeated attempts to solve the problem*
- ❑ *Internal pressures around workforce acquisition*

Create Rallying Point for Business

Invitation to group meetings to create unity around topic

Logistics – Warehouse and Distribution

BioScience – Manufacturing

Insurance – Governor CEO Council

Maintenance Roles and Information Technology Workers –
cross industries

Focus on Human Resource, Training and Line Management

Personnel

Use associations to attract CEOs where possible

Dialogue

Confidential

- ❑ Terms (employers versus business)
- ❑ Goals (career ladders versus employee retention)
- ❑ Institutional languages (non-credit versus credit, national certifications, ITA, etc.)
- ❑ Industry expertise (build, buy, volunteer)

Structure for Business Meetings

- ❑ Identify Business Leads (prior to or immediately after)
- ❑ Roles/Responsibilities (best practice, impatient audience)
- ❑ Same business representative at every meeting (require informational hand off)
- ❑ Lead with business presentation of solution approaches

What threats do you pose to your business partners?

- ❑ Confidential Material
- ❑ Human Resource and Training Departments
- ❑ Productivity drain with no identifiable results
- ❑ Business Commitments on putting individuals in jobs
- ❑ Acknowledge current business investments
- ❑ Understand their customer base and P/L



Keeping Business at the Table

- ❑ Quickly find a smaller representative of the larger group to lead
 - ❑ Have short-term wins and long term strategies
 - ❑ Have a plan for recognizing business and individuals
 - ❑ Let business set the communication plan
 - ❑ Take responsibility for the hard stuff
 - ❑ Nurturing is extra work
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Conducting Industry Strategies from Workforce Doorways

- ❑ Focus on national agenda around education and credentials
- ❑ Providing partners, resources and tools to enhance the work of the college
- ❑ Institutional buy-in to process – position of service required
- ❑ Putting your college champions front and center



Ten Step Formula

1. Identify and Invite Industry partners to dialogue (CEO/HR/OD/Line Management)
 2. Collect industry LMI data to inform workforce discussion
 3. Edit LMI with real world facts presented by the businesses
 4. Prioritize and project workforce needs
 5. Inventory current education delivery pipelines
 6. Define skill sets
 7. Build workforce plan
 8. Fund
 9. Execute
 10. Identify Sustainability
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Thank you for your time

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