

Taking Care of Business ...Tools for Success!
Business Services Summit
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Business Engagement Means Professional Development
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Objectives

- Clear understanding of who the primary customer is and why
- Foundational knowledge of what services we provide to businesses
- Better understanding of tactics used in engaging businesses

Who is the Customer??

- Job Seeker?
- Business?
- Job Seeker and business?
- Job Seeker, business and the people you work with?

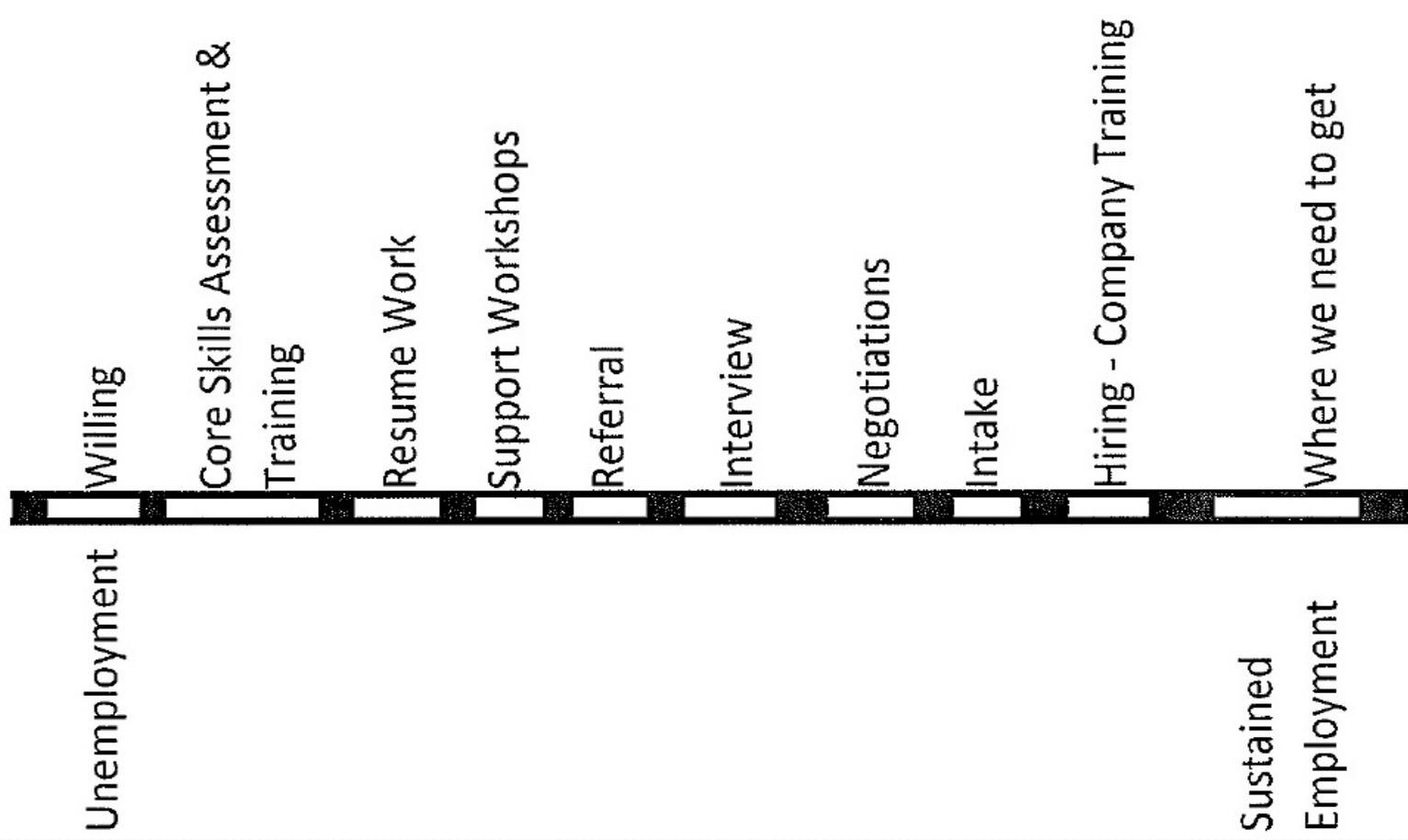
Where can we make the greatest impact?

- Brevard Snapshot:
 - 31,264 unemployed
 - 22,103 registered in EFM (state database) in the last year
 - 270,295 labor market
 - 15,000 businesses in the area
 - 40% have no employees
 - 80% of the area employees are employed by 2,000 businesses

Ultimately, what are we trying to do?

- Make good referrals
- Train people to have marketable skills
- Best use of our resources – ROI
- Sustained Employment

Unemployment to Sustained Employment



Goals of Business Engagement

- Community knowledge
- System knowledge
- Higher Levels of business engagement
- More businesses in the Centers!!
- Every job posted

Where you need to drive your Business Services team ...

- Businesses are your priority customer
- They remain your customer over time
- You develop a thorough understanding of their business so that you can better understand their needs
- You are representing them with internal processes (communications with other staff, programmatic services, etc.)

What are Businesses Expectations?

- Not much and too much
- Fast and easy job postings – 10 minutes tops
- People in a day – or yesterday
- Government
- Unemployment office and welfare transition
- Poor customer service and poor follow-up

Engagement Hurdles to Overcome

- Information Overload
- Comprehension
- Contact Turnover
- Undefined Expectations
- Disbelief

Tactics

- Research, research, research
- Identify what you want to achieve in the call before you make the call
- Elevator speech

Steps of Engagement

- Contact
- Understanding the customer's needs
- Build a rapport
- Establish a plan of action (formal or informal)
- Execute
- Obtain feedback

Elevator Speech

- Develop a “grabber” statement that will catch the listener’s attention
- Show your passion for what you do
- Keep it brief, people generally tune out after 15 seconds
- Focus on the strengths and features of your services
- Know what you want the outcome to be
- Make sure you practice, practice, practice so it sounds effortless
- Don’t use jargon or acronyms that might be unfamiliar to your audience
- Focus on what you can do for the listener and how you can help them solve their problems – this means knowing (in advance) what those problems might be
- Develop different versions of your elevator speech to use in different settings and with different audiences

Additional Tactics

- Active Listening
- REACH (handout)
- Service Plan (handout)

Hiring a Business Services Team

- Identification
 - How we went about developing the blueprint
 - Core competencies – different from typical workforce blueprint
 - Business Development KSA's
 - Analysis of past performers (job description – handout)
 - Assessment using strength identifiers (interview questions – handout)
 - Need a good mix of strengths -

Hiring a Business Services Team

- Recruitment
 - Candidate Selection – industry experience trumps workforce experience
 - Vast industry backgrounds
 - Good foundation of business practices
 - Sales background helpful
 - Consultants

In-depth Training

- Arrive with core competencies – no need for Sales 101
- What they need:
 - Belief
 - In-depth knowledge of Menu of Services (Overview of Services – handout)
 - Communicate with stakeholders (industry/education/staff)
 - Workforce knowledge a plus – can be taught
 - Services support a need – not just offerings

Motivating the Business Services Team

- Establish performance benchmarks
- Individual performance measures
- Team building
- Acknowledgement – private and public
- Understand organization goals and mission
- Supportive of your Business Services Model:
 - Direct = quantitative
 - Consultative = qualitative

Hallmarks of Success

- Partnership Development
 - Internal – staff support for recruiting, job fairs, workshops, intelligence sharing
 - External – Stakeholder Relationships
 - Commitment of business and community to the system
 - Driving education curriculum development
 - Identifying industry challenges
 - Strategic development and growth
 - Grant partnerships
 - Advisory board members
 - Focus group participants
 - Career Center engagements
 - PLACING JOBSEEKERS!!!

Questions or Information

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