



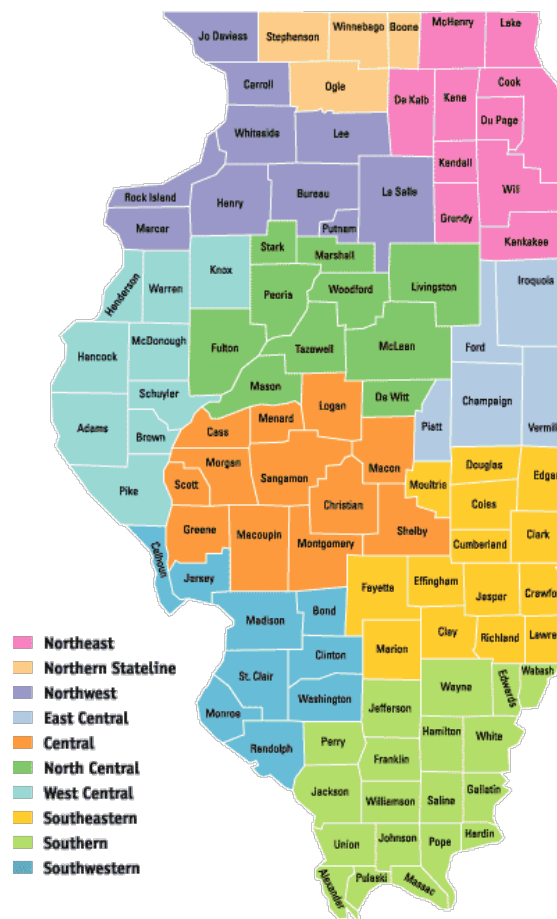
An Example of Successful Core Partner Staff Training – Business Engagement Certification



April 27, 2021

NORTHEAST ECONOMIC DEVELOPMENT REGION (NEEDR)

- 10 Counties (Cook, DeKalb, DuPage, Grundy, Kane, Kankakee, Kendall, Lake, McHenry and Will)
- Population = 8,787,042
 - 69% of all Illinois' population
- Employment base = 3,763,227
 - 74% of all Illinois' employment
- Number of employers = 237,522
 - 68% of all Illinois' employers



WORKFORCE PARTNERS OF METROPOLITAN CHICAGO

The Workforce Partners' successful alliance is based on the knowledge that the metropolitan Chicago area represents a regional economy and the challenges in developing a highly skilled workforce that meet the current and future needs of employers are shared across the area. Activities undertaken by the Workforce Partners of Metropolitan Chicago are designed to influence and inform issues impacting the quality of the regional workforce

LEADERSHIP TEAM

- Cook County – Karin Norington-Reaves/Marisa Lewis
- DuPage County– Lisa Schvach, Jamie Brown
- Grundy/Livingston/Kankakee Counties – Ladonna Russell
- Kane/DeKalb/Kendall Counties – Scott Berger, Renee Renken
- Lake County – Jennifer Serino, Laura Gergley
- McHenry County – Julie Courtney, Jeffery Poynter
- Will County – Susan Flessner, Caroline Portlock

Panel Members

- Panel Moderator: Julie Courtney, Director of McHenry County Workforce Network
- Panelists:
 - Kathleen Brannigan, Chicago Cook Workforce Partnership
 - Patrick Hall, Joliet Junior College
 - Sarah Hintze, Joliet Junior College – Grundy Workforce Services
 - Dr. Dana Washington, Kankakee Community College

REGIONAL BUSINESS SERVICES TEAM

TEAM MEMBERS

PURPOSE

- Share best practices across LWIAs and partners
- Identify regional opportunities for coordination and collaboration
- Address the needs of regional businesses
- **Conduct professional development activities**

- WIOA Title 1 Business Services Representatives
- DRS Business Services Team (Northern Illinois)
- IDES Business Services Representatives
- Other local Business Services team members (i.e. Community Colleges, local VR, IDES Job Service)

BUSINESS ENGAGEMENT CERTIFICATION TRAINING

The training was designed to gain the necessary knowledge and skills to engage business and industry successfully as a partner in sector strategies, career pathways, work-based learning, as a customer with government-funded services, and as a co-investor to support your mission. The training culminated in a suite of engagement tools and an interactive capstone project—a strategic business engagement action plan (BEAP) that included a one-on-one consultation (oral exam) with the course facilitator.

BUSINESS ENGAGEMENT CERTIFICATION TRAINING SCHEDULE

- Week 1: Business Engagement Framework
- Week 2: Expanded Business Engagement Opportunities
- Week 3: Workforce Development Strategies
- Week 4: Business Engagement Strategies
- Week 5: Prospecting & Overcoming Objections
- Week 6: Coaching Session #1
- Week 7: Coaching Session #2
- Final Consultation with facilitator(s) be scheduled during Week 5

KEY LEARNING OUTCOMES

- Understand the difference between transformational and transactional business relationship.
- Understand the difference between supply (job seeker or student) and demand (employer/business) engagement approaches.
- Understand the difference between delivering business services and implementing business engagement strategies.
- Articulate the difference between a program feature and its associated benefit.
- Translate program features into benefits to create relevancy and value for business customers
- Develop six innovative and demand-driven “elevator speeches” and “talk tracks” to specific audiences
- Ability to move from a general discussion with employers to one that is specific to their immediate and future needs to develop their workforce. Overcome objections with a resistant business customer.
- Overcome objections with a new prospect.
- Learn to monetize service offerings to use as a recovery tool.

TRAINING EVALUATION SURVEY

Aspect of the training that was most valuable to you

- Value proposition – explaining benefits and NOT features that a business customer will receive from services provided
- Monetizing services
- Collaborations with other workforce development agencies
- Transferring public services to language that is more business oriented
- Focusing on “demand” side of services
- Understanding the difference between transactional business relationship and transformational business relationship
- Reworking of outreach materials to show value to employers
- Fresh lens for thinking about our services and communicating with businesses

TRAINING EVALUATION SURVEY

**One thing can do
differently immediately
after training**



- Work with other Business Service Representatives to develop a plan to identify and develop monetized services
- Bring wage data reports to initial employer meetings
- Improve LinkedIn account to expand outreach ideas
- Implement the “Benefits and Values” process with employers
- Act as more of a consultant to my business clients

TRAINING EVALUATION SURVEY

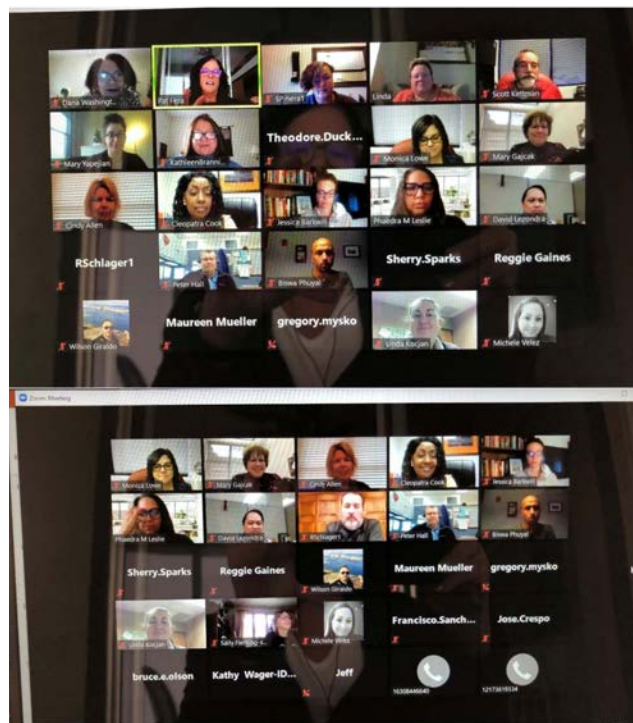
IMPROVEMENTS

- Develop a workbook prior to starting the course
- When participating as a team, select team lead at start for accountability
- Space out the sessions to every other week to provide more time for assignments
- Assignments were very time consuming – need to consider how to accommodate this with other job responsibilities or scale it back
- Develop and provide other professional development opportunities

Future Regional Training

TOPICS

- Utilizing Technology
- Recruitment and Enrollment of Job Seekers
- Prospecting for New Business Customers
- Overcoming Employer Objections
- Employer Outreach and Relationship Nurturing
- Developing Reporting Processes for Tracking Customers and Processes
- Communicating with Difficult Customers
- Safety and Security Training for One-Stop Center Staff (repeat)



Regional Teams

- Business Services
- Career Coach/Front-Line Staff
- One-Stop Operators
- Communications

Questions? Comments?

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