

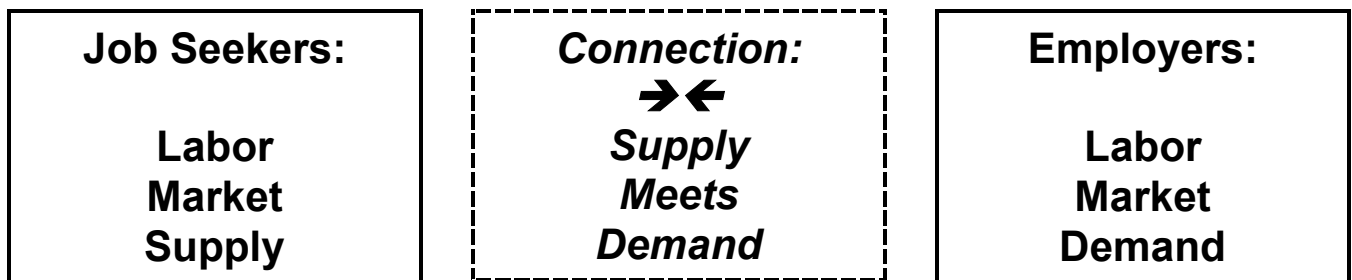
**Demand-Driven Workforce Systems:
Six Talent Connection Strategies...**

1. Shift from a “two customers” to a “dual customers” focus
2. Align service delivery strategies with workforce intelligence
3. Transform job seeker preparation services to respond
4. Respond to both industry sectors and individual employers
5. Merge sectoral talent pipelines individual career pathways
6. Increase the quantity and quality of direct connection services

1. Shift from “two customers” to “dual customers” focus

- ✓ Not Two Separate Customers—Concurrent Customers
- ✓ Focus on Connection: Not Just Supply, Not Just Demand
- ✓ Demand-Driven: Demand Informs and Transforms Supply

→ **Talent to Jobs** →

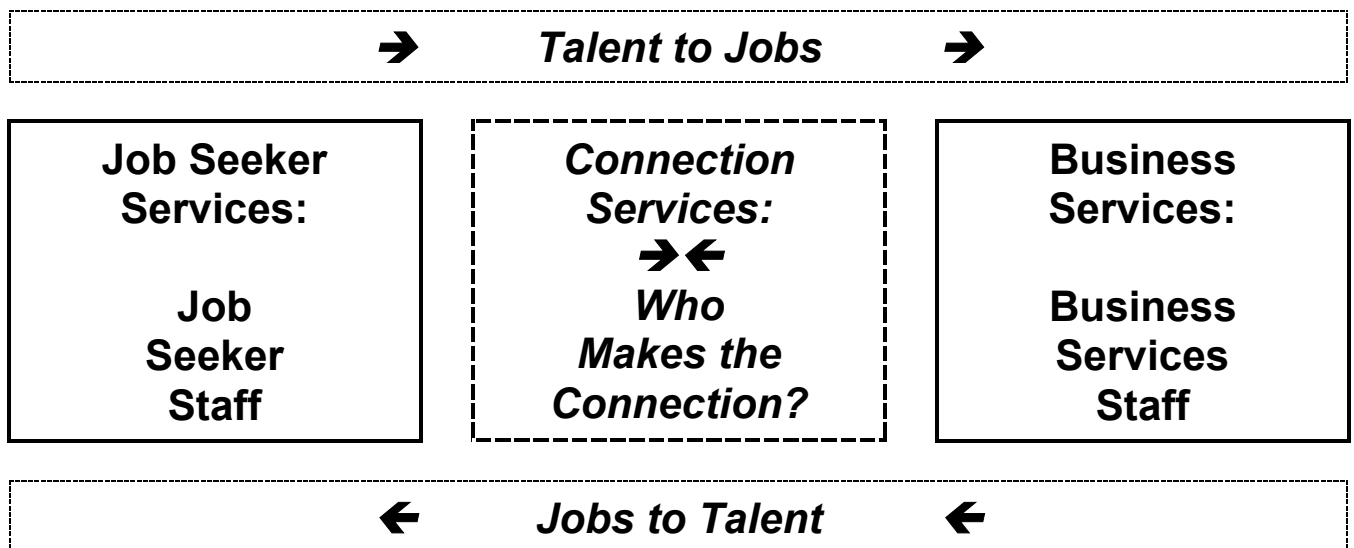


← **Jobs to Talent** ←

Are Separate Customers an Unaffordable Luxury in a Time of Diminishing Resources and a Tough Economy?

- ✓ Do Your Business Services = Your Job Seeker Services?
- ✓ Do Your Job Seeker Services = Your Business Services?

Who Is Responsible for Ensuring Connection?



2. Align service delivery with workforce intelligence

- Workforce intelligence: A value-added connection service
- Workforce intelligence for program design, career counseling, and business strategy for recruitment
- Workforce intelligence must be real time, local, actionable
- More than a projected demand occupation list for training
- Job seeker preparation without alignment is meaningless

Relevant, Connection Workforce Intelligence:

- ✓ Occupations, Jobs, and Skills
 - ✓ Definition of “Qualified”
- ✓ Know at Entry; Taught After Hire
 - ✓ Recruitment Strategies
 - ✓ Application Methods
 - ✓ Selection Methods
- ✓ Wage Competitiveness
 - ✓ Talent Availability

Who collects and applies workforce intelligence?

Workforce Intelligence: Seek Alignment With Demand!	
<i>Find Out...</i>	<i>Align...</i>
Industry, Occupational Demand	Career Counseling
Satisfaction with Referrals	Job Referral Processes
Job Skills and Requirements	Job Order Info Collected
Application Processes	Job Search Workshops
Applicant Assessment	Job Seeker Assessment
Screening Processes	Pre- Referral Standards
New Employee Orientation	Job-Readiness Workshops
Skills, Beyond Occupational	Intensive Services

3. Transform job seeker preparation services to respond

All Job Seeker Customers Need an Opportunity to:

- ✓ Know Skills
- ✓ Develop Skills
- ✓ Get Best Job Possible with Skills

Every Customer Leaves a Better Job Candidate

Workforce and job seeker improvement serves dual customers

Seismic Service Shifts for One-Stop Career Centers:

- ⚡ Transaction **to** Development
- ⚡ Retail **to** Manufacturing
- ⚡ Event **to** Process
- ⚡ Jobs **to** Skills and Jobs
- ⚡ Training for Few **to** Prep for All

What Are Your:

Center Entry Protocols?

Connection Services?

Continuous Engagement Strategies?

Pre-Job Referral Service Prerequisites?

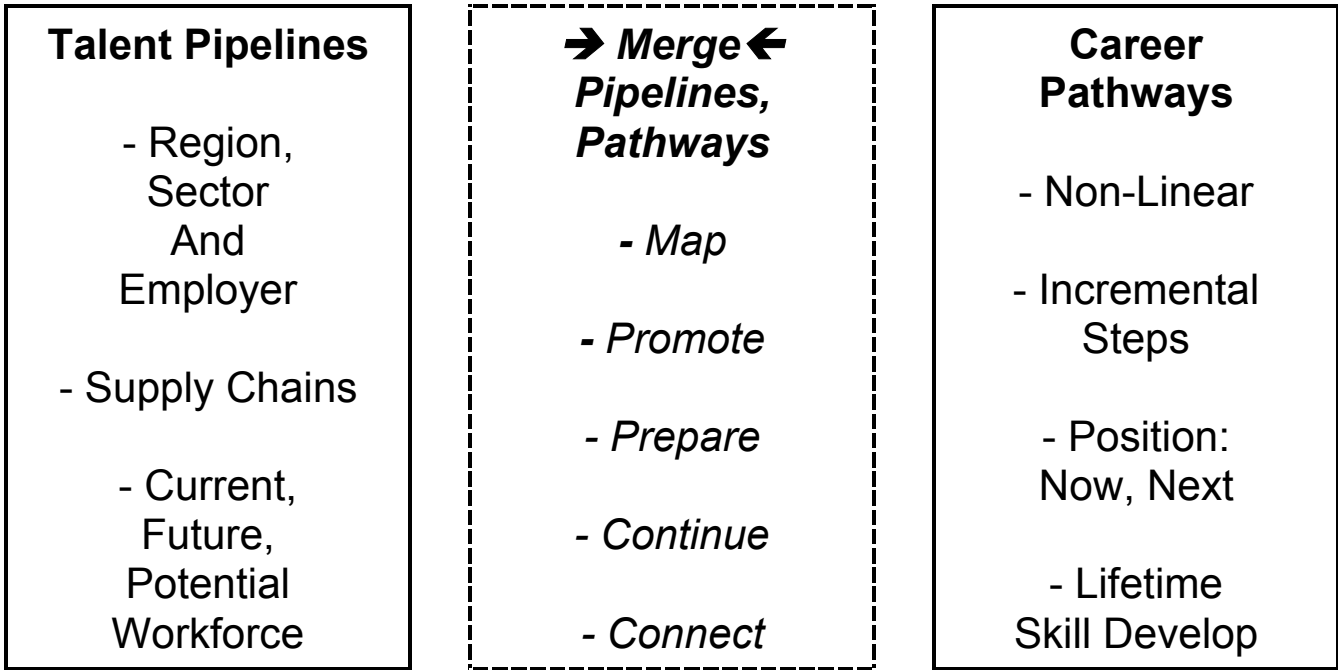
4. Respond to both sectors and individual employers

- ⚡ Move to regional and sectoral responsiveness and not just individual employer services
- ⚡ Focus on Both Wholesale and Retail, Workforce and Workers, Sectors and Industries
- ⚡ Partner with Trade Associations: Convene and Plan; Seek Co-sponsorships; Develop Brokering Relationships

5. Merge talent pipelines and individual career pathways

Provide strategic connection advice to dual customers

→ **Talent to Jobs** →



← **Jobs to Talent** ←

6. Increase quantity and quality of direct connection services

Do your Business Representatives support your Centers and Center customers with direct connection services?

Direct Connection Services:

- On-the-Job Training
- Apprenticeship
- In-Center Employer Recruitment
- Job Orders for Center Talent
- Job Development
- Pre-Hire Customized Training
- Hiring Subsidies

Do your Business Service Representatives spend their time on and give priority to direct connection services?

Greg is ready to help you, your Workforce Board, and your One-Stop Centers become even more demand-driven, achieve even more success with less, and confront the challenges of a tough economy

Training and technical assistance is available through onsite delivery, webinars, and/or telephone consultation.

GregNewtonAssociates.com 617.426.5588 NewtonGreg@aol.com