

## **Seminars and Workshops Catalog**

### **Demand-Driven Systems**

#### ***Demand-Driven Leadership: Six Steps to Demand-Driven Systems***

How is your organization responding to the need for competitive workforce development in changing economy? Have you: (1) Defined targeted industry clusters and key human resource challenges? (2) Identified the most important occupations and skills needed? (3) Figured out the career pathways and talent pipelines that help workers get ahead and businesses find qualified workers? (4) Gathered "workforce intelligence" to give businesses wise advice, provide meaningful career guidance, and act as the drive for program and service design? (5) Communicated these key transformation drivers to all levels of your organization and set the expectation for responsiveness? (6) Developed a short-term and long-term action plan with success measures? This leadership workshop discusses each of these six important transformation steps and gives recommendations to initiate or continue your alignment with a demand driven culture.

#### **Partnering for Economic Development: Creating the Workforce Advantage**

Workforce development is one increasingly important element of a comprehensive community economic development strategy. Increasingly, the communities that have workers with the right skills and work ethic have a competitive advantage in attracting new businesses. Workforce Boards have a critical role in developing the needed skills of employed, unemployed, and emerging workers to attract new businesses and to retain and expand their existing businesses. This workshop will show you how to build meaningful partnerships for economic development; help you decide which industry clusters you should target for maximum economic impact; and provide benchmarks and examples of how to convert your program operations into a demand-driven system for economic growth.

#### **Partnering for Economic Development in Rural Areas**

All workforce systems are striving to become even more demand-driven and partnering to make "workforce development for economic development" a reality. This is a challenge for all workforce areas, but particularly challenging for rural areas: the rural labor market is different, the rural economy is different, and the resources are more limited. This workshop will examine these differences and discuss what you, your Board, and your partners can do to support economic development in your community.

## **Ten Human Resource Challenges and What Your Workforce System Can Do to Make a Difference**

The workforce and workplace is changing, and how local communities respond to these changes is key to local economic growth and opportunity. Workforce Investment Boards, systems, partners, and programs can play a critical role in helping job seekers, workers and businesses survive and thrive in this new environment. After exploring the top ten changes and challenges in the workforce and workplace (i.e., globalization, impact of technology, aging workforce, and more), specific recommendations will be made for how your Workforce Board and One-Stop System can respond and be important part of the needed solutions.

## **Workplace Literacy: What It Is and How to Provide It**

As local Workforce Investment Boards produce strategic plans to address workforce issues, workplace literacy is often identified as a major problem for businesses. Businesses identify "basic skill deficiencies" as a challenge with both the applicant pool and incumbent workers as new technologies, processes, and expectations are introduced in the workplace. The definition of basic skills is evolving and expanding, and the system must move beyond contextual learning to industry-, occupational-, and job-specific literacy. This session will explore offering workplace literacy as both a pre-employment and post-employment service; discuss the potential for program and system solutions to the skills crisis; identify the opportunities for partnering with businesses in service delivery; encourage vocational ESL; and, brainstorm alternative methods for services delivery (beyond the traditional classroom).

## **Workforce Boards**

### ***Workforce Investment Boards: Roles, Responsibilities, and System Leadership***

Creating effective Workforce Investment Boards requires strong business participation, involvement by each of the One-Stop Partners, and a big picture focus - not just more administrivia. This session helps your WIB: (1) meet its four major responsibilities (linking economic development with workforce development; building a true One-Stop System; developing business services; and fulfilling WIA Title I requirements); (2) increase the quality of business involvement on your board; (3) ensure a true system-wide focus; (4) identify key policy decisions for system leadership; and (5) benchmark its efforts against other WIBs across the country.

## ***An Eye on Trends: Creating and Implementing a New Workforce System Vision***

The Workforce System is changing (regardless of legislative change) and now is the time to re-envision, re-engineer, and re-design to move beyond federally mandated requirements to true workforce solutions. Across the country, state and local workforce boards and systems are using targeted industry clusters and major workforce challenges as the drivers for becoming even more demand-driven and to audit their operations to ensure responsiveness. This workshop discusses a new vision for your consideration: (1) how the operational environment is changing and the ten national trends that are changing the business model of the workforce system; (2) why there is a shift to a comprehensive workforce system (of which One-Stop Centers are just one, not the only, part); (3) who the new critical system partners are and the roles they play; and, 4) how to become a comprehensive skill-development system (not just a job-getting system) that helps businesses, workers, and local economies.

## ***Workforce Development Leadership: Aligning for Action and Achievement!***

While some Boards have issued "State of the Workforce Reports," conducted skills gap analysis, and identified targeted industries, some have not yet translated these findings into concerted action. To have a meaningful impact, all resources you directly control must be aligned to meet identified needs, partner programs must be influenced to common purpose, and the entire community must be mobilized to attack your community's workforce problems. This workshop will help your Board initiate your strategic planning for the workforce or, if you have a plan, to translate your plan into concrete action steps to achieve your workforce improvement goals.

## ***Building a Strong and Effective Youth Council***

To have an effective system of youth services throughout your community, you must define and understand what a "system" means. This session will provide practical tips and how to's that are used to strengthen partnerships, communication, and working relationships with other community partners to ensure the success of your youth customers.

### ***Understanding the Significant Opportunities (not just the "required role") for Your Workforce Board -- Presented in Business Terms***

Designed with business members in mind, this session outlines the significant possibilities for the mission of your local workforce board -- while also ensuring that you understand and meet the minimum Board obligations and requirements described in the law. You can move your Board beyond focus on administration of the "one-stop" system and programs -- to a strategic focus on development of a *workforce* system. The discussion-oriented topics include methods and tools for workforce development: (1) business participation and leadership; (2) community partnering and alignment; (3) resource development and deployment, and (4) successful, dynamic Board operations. If you are new to a Board or looking for ways to advance the role of your Board, this session is for you.

### ***Your Board is Thinking About How to Serve Local Businesses But Is Not Sure How to Go About It...***

The publicly-funded workforce development system -- resources, performance incentives, programs, and staff -- is predominantly aligned to serve jobseekers and individuals who need skill upgrading. However, without business services and staff, and program resources aligned to serve businesses, your system cannot succeed. In this session, you review the four fundamental areas that must be addressed to answer the question: (1) business service goals (what do businesses really want and what are we trying to achieve?); (2) products and services (what do we need/want to offer?); (3) organizational structure and processes (how will these services be delivered?); and, (4) partnerships (who are the critical stakeholders to align with?) For each of these areas, dynamic discussions identify the issues, organize the options, review best practices in use around the country, and set a course for action. The goal is to determine how best - for your local community - to invest the public funds to help address businesses' human resource challenges.

### ***"Demystifying" the Workforce Investment Act – and Understanding the Critical Role of a Local Workforce Investment Board***

From a brief "strategic" overview of the legislation to a walk-through of the Board's role - the topics are presented in simple English, draw on easy-to-understand analogies, and present best practices on a number of issues from around the country. The discussion covers ways to ensure relevancy of the local boards, strategic planning, dynamic membership and other areas of interest that help you ensure your local board is maximizing its critical role. In addition, the latest national trends in workforce development will be presented, including an overview of proposed legislative changes and a current update on the process of "re-authorizing" the law.

## **Business Customers**

### ***Building A One-Stop System to Serve Businesses: Creating and Organizing Your Roles, Partnerships and Services***

The new workforce system recognizes businesses as prime customers and partners, and is refocusing resources and services to meet their needs. This workshop session is for WIB Members, WIB Staff and One-Stop partner staff to discuss a one-stop system for businesses, the roles, and how to effectively fulfill them at the system and labor market area levels. You will learn how colleagues across the country are developing and offering business services and how delivery responsibilities are distributed among the WIB, the One-Stop centers, and programs. Discover the importance of identifying businesses and industry clusters that are key to local economic development; first steps for getting started or building on your current activities; and much, much more. Leave with ideas for developing a local plan to effectively create, organize, and deliver business services.

### ***Business Champions: Designing and Delivering Responsive Business Services***

Businesses are vital customers of the local One-Stop delivery system. Some workforce areas have formed integrated business service teams to provide comprehensive business services and many are striving to do so. When you shift to true business services -- in addition to "employer services" -- you focus on much more than just getting job orders and marketing your menu of services. System business representatives (1) listen to needs and develop responsive, system-wide customized solutions; (2) provide meaningful workforce intelligence so businesses can meet their human resource needs; and (3) act as champions of change to ensure service delivery responds to aggregate business demand. This workshop helps you create or improve your business services team; clarify roles of your system business service representatives; and give practical suggestions to make businesses true partners.

### ***Marketing and Outreach Strategies: Tips and Tools to Make Businesses Your Customers***

Some of our very limited time is well spent on developing a "brochure" that describes your many services to employers. But, true marketing is a comprehensive business tool that extends beyond the brochure. Participants learn about marketing strategies that make the most effective use of limited time and resources. Topics include: "the five P's of marketing"; how to target the business market; effective "packaging" of workforce services, and proven low-cost promotion and outreach tips -- including best-bets for brochures. In addition to strategies, we review and discuss: a nine-step marketing process that has been proven to work; why the first visit should not be a sales visit and what it should be; and, how to promote tag-on products after initial satisfaction to retain and upgrade the relationship.

## ***Strategies for Developing and Maintaining Relationships with Local Businesses***

Local workforce development systems are developing long-term relationships with local businesses to increase their influence and to improve service delivery in their communities. At this workshop you learn about effective strategies for building relationships: (1) differentiate between *employer* services and *business* services -- and when to offer each; (2) use an effective account management system to help you determine how to target businesses in key industries; (3) know how to "sell" to business customers so you are the preferred provider of employment services; (4) be able to apply the key principles of various sales tactics to promote the One-Stop system; (5) increase repeat usage of multiple services; and, (6) track and improve the satisfaction of business customers so that you can attain and retain a larger base.

## ***Building Business Relations: The Role of the Business Representative***

Business Services Reps are more than "job developers" and "job order solicitors" -- they are the One-Stop System representatives to the business community and representatives of businesses within the One-Stop System. It's a big responsibility! This session helps Business Reps: (1) use the key research on what businesses really want from us; (2) adopt relationship management strategies to make businesses lifelong partners and customers; (3) understand the thirteen elements that strengthen relationships; and (4) the four elements that transform business customers to business partners. Benchmark your efforts by examining the twenty roles Business Reps play in One-Stop Systems across the country, and leave with tips and tactics for continuous improvement!

## ***Know Your Local Economy and Use Labor Market and Workforce Information -- for Business Success***

Think of this session as a "primer" for non-economists who need to understand -- and more importantly, put to use -- the vast array of data on the economy, employment and workforce. In this interactive, (and, yes, "lively") session we simplify the terminology and interact with the data, statistics, research and publications to open the door to a wealth of information. Participants leave with hands-on knowledge of the comprehensive labor market information produced by state agencies and other complementary data sources. Once we know where to access the data, we take the "numbers" down to day-to-day customer transactions -- for example, clarifying the best sources for answers to common questions (e.g., "What do I have to pay someone for this job?"). This session is for anyone who wants to be a professional consultant to the business community.

### ***Business Services Academy***

Are you ready to implement a comprehensive business services strategy? Do you need to standardize practices across program partners and don't know where to start? Do you need to bring business services representatives from multiple program partners together to form a team, collaborate, and share leads? Do you want to support your Workforce Investment Board's strategic goals by measuring and reporting *all* services provided to businesses?

In order to strategically address all of these comprehensive issues, a full complement of the Greg Newton Associates training can be customized into a "Business Services Academy." Your Business Services teams meet with a Greg Newton Associate over the course of several months for a hands-on experience that engages them in the development of comprehensive business plans while fostering a collaborative approach to business service delivery. These customized sessions combine facilitation and training to help teams design comprehensive strategies including:

1. Creation of a business customer list (targeted customer lists)
2. Description of services to be delivered
3. Development of a sustainable approach for managing business accounts
4. Creation of standardized policies and procedures that will be used by all members of the business services team
5. Creation of measures of success
6. Development of short-term and long-term goals and strategies

### ***Helping Businesses Recruit and Retain the Best and Brightest***

All businesses struggle to find and keep skilled employees. And, local businesses want the One-Stop business consultants to help them find solutions to their hiring and turnover problems. In responses, local One-Stop staff need to offer solutions and best practice ideas -- especially for small and mid-sized companies that do not have human resource departments. This workshop helps you: (1) understand the facts related to recruitment and retention challenges, (2) design customized solutions for local companies, and (3) develop action plans for distributing recruitment and retention information (e.g., workshops, newsletters, resources, onsite visits).

### ***Helping Businesses Implement Training for Incumbent Workers***

One of the greatest frustrations of today's business community is the gap between the skills workers have and those needed to efficiently do their jobs. The One-Stop system can help local companies respond to this challenge by offering training services that ensure the continual skills upgrading. Not only is this service beneficial to businesses and their employees, but the service also helps the One-Stop system meet rising performance expectations. Participants will: (1) understand how incumbent worker training services fits the One-Stop vision; (2) be prepared to deliver training services for incumbent workers; (3) be able to offer consulting services to help companies design and delivery the training (e.g., needs assessments, resource information, training trends); (4) assist companies with the development of multiple strategies for targeting critical skill shortages; and (5) develop a menu of training services as well as a list of potential customers from industry clusters.

### ***Reaching Out to Small and Mid-Size Businesses with Human Resource Services***

Small and mid-size businesses are primary customers of many workforce areas. Because of their size many of these businesses do not have Human Resource (HR) staff and often ask the One-Stop system for help in fulfilling these responsibilities. Business services staff can, at a minimum, offer a compendium of resources to meet these needs. Progressive One-Stops, however, have begun to augment their referrals and advice with the delivery of HR services. Participants learn: 1) the need for HR services; 2) how to develop a compendium of HR resources that can be used by small and mid-size businesses; 3) how to offer customized HR services to businesses (e.g., human rights and labor law information, development of employee handbooks, development of performance appraisal systems); and, 4) develop a strategy for offering HR services based on the expressed needs of local companies.

### ***Successful First Meetings: Turn a Business Prospect into a Customer***

Reaching out to new, potential business customers is a challenge. How should you make contact? What should you do before the first face-to-face meeting? How do you establish initial credibility? What are the questions you should ask? What are your lead and tag-on products and services? How do you follow-up to convert the first contact into first service use? This session provides a step-by-step guide to making contact, having a successful first meeting, and expanding your business customer base. Leave with ideas you can use today!

## ***Powerful Presentations: Creating Demand for Business Services***

Increasingly, business services staff are required to make presentations to local businesses as well as community organizations. To enhance key business relationships, business services staff need to master the art of positive presentations. Attend this session to learn how to: (1) sell workforce services to businesses by applying tips and techniques for the preparation of your presentation; (2) determine customers needs; (3) create effective materials (e.g., handouts, PowerPoint) to enhance your sales pitch; (4) use proven techniques to effectively deliver presentations; and (5) evaluate your presentations and conduct other follow-up activities to ensure continuous improvement of your One-Stop presentations.

## ***Public Relations: Building A Positive Brand to Promote One-Stop Services***

Public relations is a critical but underutilized marketing tool in the one-stop system. Business services staff can enhance their relationships with key business customers by utilizing the key concepts of good public relationships. Participants in this session will understand the distinctions between marketing and public relations, be able to use the principles of public relations to strengthen relationships with the local business community, understand how to leverage positive relationships with key businesses to build a strong positive brand and increase business contacts, and apply the dos and don'ts of good public relations to daily work activities.

## **One-Stops**

### ***Building the One-Stop Center of the Future: Today!***

One-Stop Centers were created almost a decade ago. Since then, there have been many changes in both Center customers and the economy; however, some centers continue to operate as they always have. Are you ready for change? In tomorrow's center, will everyone really start with self-service and in the resource room--even if they aren't sure what they need and where to begin? Will more core services be delivered online, while the center primarily serves customers who need special assistance and skill development? Will assessment play a bigger role pre-job referral as more and more employers conduct basic skill and attitudinal testing as part of their pre-interview and selection processes? This seminar explores the answers to these and other critical questions and helps your center team create responsive, integrated service delivery strategies to build the One-Stop Center of tomorrow, today.

### ***Leading the One-Stop Center: Building the Integrated Service Delivery Team***

If you are a One-Stop operator, you know the challenges of running a smoothly-operating and effective Center during a time of limited resources. Since many of the Center staff are not your employees, you must use both creativity and your leadership skills to build a cohesive multi-program center identity and cooperative working relationships. This "what works" session draws on the experience of the One-Stop leaders attending and promising practices from across the country to: (1) identify the key leadership skills and responsibilities; (2) learn from national benchmarks and operating ratios for center success; (3) develop center (and not just program) affiliation among center staff; (4) create shared responsibility for integrated, core services; and (5) institute continuous process improvement methods that are owned by all staff.

### ***How to Integrate WIA and ES Resources for Quality Service Delivery***

WIA Title I and Wagner-Peyser programs are the backbone of the One-Stop Center service delivery system. They are the One-Stop partners most likely to play and pay, be co-located at centers, and are the most affected by the new common measures. In some areas, the relationship between WIA and ES is strong and in some areas there is still a struggle to work out. However, reduced resources means that both programs are under threat, and silo program operations will become increasingly impossible while maintaining quality customer service.

This session helps state and local leadership figure out the whats and hows of WIA/ES service and resource integration, including: (1) an environmental scan to show why integration is not just a pie-in-the-sky idea but a must-do survival strategy, (2) the key motivators to communicate to staff, (3) how the new Common Measures lead to integrated customer pools, shared outcomes, and functional service delivery, (4) the definition and elements of service integration (and how it is very different than just partnership and teams), (5) the practical challenges to overcome and how to do so, (6) the must-do sequence of steps to move to true integration, and (7) many benchmarking examples of how service integration is being achieved across the country.

### ***The Cop, the Coach, and the Consultant: Skills to Help Customers Focus on Work and Achieve Greater Success***

Having difficulty motivating your customers? Have you tried everything you can think of to get customer to follow through on their action plans? Learn how being a cop, a coach, *and* a consultant will lead to even greater success for you and your customers. This session assists staff in identifying the multiple roles case managers play and choosing the most appropriate change tools to effectively work with customers. Staff will be able to apply this learning to both enhance personal skills and assist customers reach their desired goals.

## ***Set Up for Success: A Initial Assessment Model and Practical Strategies to Quickly Assess and Serve Customers***

One Stop Career Centers are faced with a number of challenges. Issues such as multiple partners with different perspectives striving to provide seamless service, and continued large numbers of customers with very diverse wants and needs, put tremendous pressure on staff to provide effective, high quality, consistent service to a wide range of customers in a limited timeframe. This training introduces an initial assessment model that sorts customers into cohorts based on common needs, and therefore it can be used by staff across programs. With a customized application of this model, you can implement shared, quality approaches to welcome, orient and quickly help a customer take the first steps toward new employment -- as proven by several states and local areas that now use this model. In addition, tips and tools for applying this model to re-organize the resource areas, including ideas for materials are discussed.

## ***Job Getting Is Changing: Are You and Your One-Stop Center Changing, Too?***

Applying for and getting a job just "*ain't what it used to be!*" Think about some of the major changes in the last few years -- online and kiosk applications, electronic submission of resumes with keyword searches, upfront skills and honesty testing of applicants, and highly structured, multiple, team interviews. How are you reinventing your advice and services to job seekers to help them meet the challenges of the new world of job search? This session helps you consider the key changes; offers tactics to increase the odds of successfully finding a job in this changing world; suggests how you may want to change your job search advice; and recommends new services and workshops to offer to help your job-seeking customers succeed.

## ***"We Need Better Marketing - But We Don't Really Have Money for It..."***

During this workshop we apply the five fundamentals of marketing to your resource-strapped local workforce development system -- to help increase the number of citizens that know about and use your programs and services. You discover how a solid strategic approach can minimize the impact of a small budget, and learn how to maximize low and no-cost promotional strategies. These practical tips, tools, and techniques are drawn from practical experience and promising practices around the country.

## ***Welcoming Customers to Your One-Stop Center: Greeting Customers for Satisfaction***

Many One-Stop Centers across the country are experiencing dramatic increases in the number of customers due to the slowing economy, increased service availability, and positive word-of-mouth. This is definitely good news--but it could also be bad news. If those inquiring by phone or making the first visit are not greeted and served quickly and effectively, dissatisfaction can increase and your community reputation could be hurt. Too few staff and training resources mean you must continuously improve your entry processes, partner program connections, and initial methods of service delivery. When you attend this workshop, you learn: what first-time customers care about most; methods for reducing crowded waiting rooms; ideas for getting people out of line quickly; and organizing your services to much varying customer demand.

## ***Reengineer Your Resource Room for Responsiveness and Results***

The Resource Room is a key method for delivering One-Stop Center core services. It is often the starting place for customers at the Center, and is used continuously during System and partner program participation. Just some of what you learn in this session: the most common problems with Resource Rooms and what you can do to overcome them; best practices from Center's across the country; what should be available and how to organize tools and resources for maximum customer use and satisfaction; and, the best ways to identify and move customers (who need more than only informational and self-help services) to more in-depth program services.

## ***Reaching and Serving People with Limited English Proficiency***

Most communities are becoming ever more culturally and ethnically diverse, including immigrants and first-generation Americans who may be monolingual or have limited English proficiency. This important labor pool must be tapped by labor shortage and skill shortage businesses, and is key for the economic development of many communities. US DOL has recently issued guidance and requirements to prevent language discrimination in the access to and delivery of services. This session will review those requirements (including four key elements) with ideas for effective compliance. Those attending will exchange ideas on current practices and brainstorm solutions for ensuring all people can be served by One-Stop Centers and partner programs.

### ***"Merchandising" Your One-Stop Center***

Merchandising is how you present, visually communicate, and display your products and services in a convenient, comfortable, and welcoming environment. This workshop helps you re-conceptualize your One-Stop Center as a "retail store" and apply private-sector merchandising strategies for your "products." After conducting a self-assessment of your current merchandising practices, you use the latest research to continuously improve your greeting area and resource room, and to motivate and encourage self-service and product use. Leave with plenty of practical ideas for creating a more visually exciting and inviting center.

### ***Entrepreneurial One-Stop Centers: How to Develop New Resources***

Wise One-Stop Centers are diversifying their products, expanding their markets, and tapping nontraditional resources to maintain and grow their services and capacity. This session will help you consider your non-government revenue options (including fee-for-service), develop a resource expansion strategy, and identify new, potential revenue streams. Examples of what other centers are doing across the country to generate revenue will be presented, and applied to your growth vision.

### ***WIA and Partner Programs***

### ***Achieving Partnership and Performance with Adult Common Measures***

The USDOL TEGE on the new Common Measures presents great opportunities to strengthen One-Stop System partnerships--*and* potential risks for program performance. The service paradigm has been significantly changed by whom you are to count when. As a result, a new service delivery design and strategy will be needed to serve your customers, while still meeting your program performance standards. After a quick review of the measures and definitions, this session will explore implications and give ideas for achieving success: a redesigned center customer flow (where not everyone starts in the resource room); options for functional (not just program) service delivery; how to achieve program outcomes when you have less control over who is enrolled and exited; and many more tangible can-do ideas.

## ***Reaching, Serving, and Satisfying the Customers You Want: Targeted Recruitment and Retention Strategies***

A fundamental principle of marketing your services is: "you get exactly who you ask for." Are you getting the customers you *want* so you have greater success in your WIA programs? Once you get them, are they staying around for more than just a couple of visits to your office? If not, you may want to rethink your recruitment and retention strategies. In addition to those customers that "walk in," there are all types of other customers who want and need your services. By targeting and recruiting customers for your programs, you describe your services as a solution to their problems. During this workshop, learn how to use the classic five P's of marketing to target, find, attract, and keep the customers you want to serve.

## ***Fine-Tuning for High Performance Success: Maintenance Check to Keep Your Youth Programs Focused on Outcomes***

Not getting the youth customers you want for your program? Having trouble meeting your performance requirements? Are your young people losing interest and disappearing in only a few weeks? If any or all of these are concerns, you may want to rethink (*but not overhaul*) your program design and recruitment strategies. Success comes for both the customers and the program when services are targeted to specific needs of the youth you can most effectively serve. A basic program design strategy is to define the young people who want and need your program while creating services that are solutions to their problems -- and that lead to program performance.

## ***Training to Work!***

Training is an expensive investment that should bring high returns to the individuals trained, to the employers who hire them, and to the community's economic competitiveness. Training-seekers must also be job-seekers -- after completing training, you must help them find the good jobs they want, since their satisfaction and your performance depend upon it! When you attend this workshop, you will find out: why "training-related employment" is the key to meeting your "earnings change" performance standards; how to couple training with work experience so you can increase the chances for quick post-training employment; when is the best time to start the job search for those who are selected for training; and what program services and case management techniques work best in making the transition from "training to work."

### ***The Six "C's" of Case Management: A New Twist on a Traditional Role***

Case management is not just sitting down with the customer and chatting with them about the services they need. Rather, case managers are critical ambassadors for your programs, building bridges and relationships that enhance outcomes and satisfy customers. In today's service delivery system, case managers have to manage customers' activities, multiple service providers throughout the community, and business services with the employers. This session outlines the Six "C's" -- three what's and three how's -- of your job so that you are better able to figure out what customers most need, manage services across the community, and get the results you want. Whether you are a seasoned veteran or new to the field, this session gets you back to the basics of case management as it applies to our new, more integrated service delivery system.

### ***Managing Larger Caseloads by Organizing Services: Strategies for the Case Manager to Do More with Less***

Though legislation, reauthorization, and system changes, one role continues to remain vital to our success--case management. Yet in today's service delivery system, case managers have to juggle multiple customer types, manage a variety of customer activities, track performance across several programs, and maintain relationships with employers and system partners. In this session, you will gain insight on how to manage caseloads by creating "cohorts" of like customers, creating services that are common across customer groups, and methods for tracking "groups" of customers over time instead of only "individuals."

### ***Designing "Follow Along" Services: More than a Phone Call to Check Up on Your Customer!***

The WIA requires follow-up services (not just follow-up) for customers for a period of 12 months after exit. These services are key to achieving your performance standards, increasing customer satisfaction, and actually providing valuable services (not just checking up on them). Attend this session to learn: the regulatory requirements for these services; a potential menu of follow-up service options; how to provide them to increase your customer outcomes; and innovative methods to market your follow-along services, so your customers will want to take advantage of them.

### ***Positioning Your Youth System to Address Emerging Worker Issue: Nine Workforce Trends and What You Can Do Right Now!***

Are your local employers frustrated with the young people who are entering their places of business? Has your Youth Council fizzled out? Is staff becoming apathetic about serving youth? Then maybe it's time to revisit why we should continue to be advocates for our youth, our business community, and our programs. In this time of shrinking resources and changing environments, it is easy to give up and lose focus as to why we "got into this line of work in the first place." Young people are our future (emerging) workforce. Is your community ready for the future? Learn the workforce trends, dialogue about issues that are (or will be) impacting your community, and discuss why we must focus on youth today to have success tomorrow.

### ***Income Growth: A Program Strategy for Out-of-School Youth***

This session will take a fresh look at developing strategies for serving out-of-school youth, with an emphasis on older youth. We will investigate practical tips and "how to's" for helping young people develop a full range of skills needed to enter, remain and advance in the labor market. We will highlight a variety of ideas, including: how to build a young person's work skills through labor market attachment; creating practical solutions to real world problems encountered at work and in life; tapping into young people's natural motivations and desires to have tangible success; and assisting young people to successfully transition into productive adulthood.

### ***Meeting and Exceeding Your WIA Performance Measures: Tips, Tools and Strategies for Success***

If you want to meet or exceed your program performance measures, an important program mantra is "job placement does not equal program exit." The real goal of the performance measures is for the job seeker to have long term attachment to, and success within, the labor force. Building a person's work skills through labor market attachment and focusing on next step -- advancement jobs -- leads to greater success for the customer and the program. By redefining services from (only) pre-employment to providing post-employment "follow-along" interventions after the customer gets a job, you have the opportunity to not only meet performance but also manage your outcomes.

### ***Satisfying Your WIA Customers***

WIA officially values and measures what we have known to be important for so long--- customer satisfaction. There is a difference between customer service (how services are delivered) and customer satisfaction (how customers react to those services). Go beyond just wanting to meet a performance measure. Learn how to you can use *customer expectations* to not only motivate your customers, but also make critical decisions about program design and services.

### ***Job Seeker Services Academy***

Does your staff need training in multiple content areas customers - across multiple programs? Do you want to provide strategic training that results in changes in service delivery for job seekers? If so, the Job Seeker Services Academy can help you achieve the operational changes you need.

In order to strategically address all of these comprehensive issues, a full complement of the Greg Newton Associates training is customized into an "Academy." One-stop center staff and leaders meet with a Greg Newton Associate over the course of several months for a hands-on experience that engages them in the development of comprehensive service delivery plans and processes while fostering a collaborative approach to job-seeker service delivery.

This solution lets you customize the training to meet your specific needs. A Greg Newton Associate works with you to develop the course content and provides facilitated activities that help participants design the changes in workplace practice that can be implemented immediately following the training sessions. In addition, follow-up facilitation is provided to address the implementation issues that arise. Developing the Academy allows you to realize critical changes by offering ongoing support and consultation.

## **Staff Development**

### ***Job Getting Is Changing: Are You?***

Applying for and getting a job ain't what it used to be! Just think about some of the major changes in the last few years -- online and kiosk applications, electronic submission of resumes with keyword searches, upfront skills and honesty testing of applicants, and highly structured, multiple and team interviews. How are you reinventing your advice and services to job seekers to help them meet the new challenges of the new world of job search? This session will help you consider the key changes, offer tactics to increase the odds of successfully finding a job in this changing world, suggest how you may want to change your job search advice, and recommend new services and workshops you can offer to help your job-seeking customers succeed.

## ***Adult Assessment, Career Counseling, and Employment Plan Development***

Career counseling is an important core and intensive service and should be rooted in a meaningful assessment of skills and interests. This session will share thoughts on the reemerging importance of these services at One-Stop Centers and in partner programs. Those attending will discuss: current assessment practices and how they can be improved; pre-referral testing that reflects the increased pre-employment testing by many employers; the importance of career counseling at all service levels; the use of ONET, career ladders, and other tools to develop labor market responsive career plans; and the development of effective individual employment plans that increase the odds for success. Come with your ideas and learn from your peers.

## ***Every Job Referral Comes with a "Good Talkin' To..."***

Job seekers prize your One-Stop Center's job listing and referral services and love to find out about jobs they didn't even know existed. Some customers, though, demand to be referred to jobs for which they are not qualified, do not even contact the employer after the referral, and even if they do show, they do not convert the referral into a job offer. In this workshop, you will find out what you can do to meet these challenges by giving them the "good talkin' to" they deserve to increase the odds for successful job-getting. Learn: the three questions you must ask (even if you have limited time); the value-added service you can provide to increase the odds of post-referral job getting; and, how to set the appropriate expectations for job referral and follow through.

## ***One-Stop Team Works: Building and Operating Effective Teams in Your One-stop Center***

Staff from a variety of workforce development programs and providers have been brought together into common one-stop centers to deliver services to customers. Key to the progress from "co-location" to "integration" is the capacity to do more than just "work together." Staff must understand and value each other's work, and form and operate as cohesive, well-structured teams with common goals. In this session, learn about the dynamics of teams, different types of individual motivation, and how to synergize these different styles into teamwork. Apply the required components of effective teams, with time to develop guiding rules, clarify roles and responsibilities, and most importantly, develop and work toward common goals.

### ***Coaching the Self-Directed Job-Search***

Whether you are a case manager, employment service representative, job search workshop presenter, resource room specialist, or job developer -- you are the one the job-seeking customer counts on for a successful job search. Due to the limits on your time, you must have an arsenal of job-seeking tips and tactics that you can rapidly suggest that are customized to the uniqueness of each job-seeker's situation. This workshop: adds to your arsenal of job-search techniques; suggests ways to provide meaningful job-seeking advice; and gives specific ideas for handling tricky application questions. While the ideas are appropriate for all job seekers, special attention will be given to those with employment barriers.

### ***Success Begins at the First Customer Meeting***

There are ten key elements for success at your first one-on-one meeting with a new customer. You never get a second chance to make a first impression, and this meeting is key to relationship building, successful service intervention, and customer retention and satisfaction. This workshop looks at each of these ten elements, makes recommendations for success with each, and shows how to start using them in your job today. Just some of what you learn: (1) learning how to market your program's and the system's services without over-promising; (2) setting (and, where appropriate, re-setting) expectations; (3) communicating the true value of your services; (4) determining the basis for the satisfaction of your customer; (5) discovering how to plan the next steps for the customer while increasing the odds that s/he follows through; and (6) figuring out when (and how) to approach the completion of required forms.

### ***Placing More Job Seekers: Job Development and Business Relationship Building Strategies***

When training people to job search within the private sector business community, self-directed job placement works for some customers but is not enough for others. Therefore, staff must take the lead and seek out job openings, "market" to employers the benefits of hiring their job seekers, and maintain good relationships with the business customer both before and after placement. Learn an easy-to-implement, step-by-step process for developing the linkages with the private-sector business community so that you, too, can place more job seekers.

### ***Labor Market Information Can Make Your Job Easier, and Your Customers More Successful!***

With common employment, wage gain, and retention goals driving performance, staff must base their advice to job seekers and training candidates on current knowledge of the local economy, trends and projections. This session is a "primer" for non-economists, and participants learn how to access, understand and use the vast array of data on the economy, employment, and workforce. Based on an interactive, practical and relevant approach, the session includes best sources for answers to common questions (e.g., "What I have to pay for this job?"); simplification of the terminology; interaction with the data, statistics, research, and publications -- and opens the door to a wealth of information.

### ***Delivering Quality Customer Service Yields Customer Satisfaction***

Customer service and customer satisfaction are not the same - but both are equally important in the delivery of workforce services. This session goes beyond some of what has been called (by staff) "smile" training to deliver top techniques customized for staff in publicly funded programs. Topics include the collection and analysis of customer feedback, defining and delivering quality services, setting appropriate customer expectations, and tips and tools for ensuring that the customer rates you as more than "satisfactory."