

Business Engagement in a Demand Driven System



Aaron Leson

Director of Training & Development



Greetings



Name, Location, Duties (Business Cards)



What has been your “ahah moment” at the bootcamp thus far?



When you were young, what did you want to be?

Demand-Driven Definition

- “A **demand-driven system** is one that responds directly to **real-time needs and signals from customers (Businesses)**, rather than relying solely on forecasts, historical information, or our performance measures.”





Multi-partner Collaboration

Multi-partner collaborative that integrates



Workforce



**Economic
Development
Principles**

to create

RESPONSIVE, FLEXIBLE PROGRAMMING

customized to meet the needs of **individual
businesses** or **industry sectors**



Skilled Workforce

From the standpoint of

**workforce development
is economic development**

an essential part of retaining
or attracting businesses in our
communities is the availability of
a skilled workforce





Workforce Development

Workforce development programming should:

- Be **closely intertwined** with education and training systems,
- Based upon the needs expressed by employers, be **poised to prepare** their customers to serve as strong candidate matches for open positions that also have good opportunity for growth





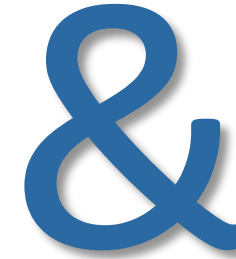
The Dual Customer Approach



Addresses the needs of
two customers
simultaneously:



BUSINESSES



JOBSEEKERS



To prepare job seekers to meet customer demand, we:

- **Should understand** what sectors, industries and jobs make up the local labor market.
- **Must engage** in research and relationship-building with those businesses and industries.

5

Predicated on Strong Relationships

*Good, strong relationships are
an integral part of success!*

To truly implement demand-driven and dual customer
approaches into your BSC model, you must:



Practice
authenticity



Identify shared
goals and values



Make referrals that
positively impact the
businesses you serve



Building Strong Relationships



Ingredients

Business Services Skills



Building Strong Relationships



**NCDA
2024**

- Acceptance
- Respect
- Understanding
- Empathy
- Trust
- Warmth



Building Strong Relationships



NCD A
2024

- **Acceptance**

is the act of relating to another person without judging him or her

- R

- Understanding

- Empathy

- Trust

- Warmth



Building Strong Relationships



NCD
2024

Acceptance

Respect

U

is an attitude of giving dignity
to each individual

Empathy

Trust

Warmth



Building Strong Relationships



NCD A
2024

Acceptance

Respect

Understanding

We feel and experience it when we believe that another person has listened to us carefully and thoughtfully enough to relate to our experience

Warmth



Building Strong Relationships



NCD A
2024

Acceptance

Respect

Understanding

Empathy

We practice empathy when we put ourselves in our clients' shoes and try to experience their lives as they experience them



Building Strong Relationships



NCD A
2024

Acceptance

Respect

Understanding

E

is a feeling that individuals
experience when they believe
that they are safe

Trust

Warmth



Building Strong Relationships



NCD A
2024

Acceptance

Respect

Understanding

Empathy

Trust

An authentic sincerity –
A feeling

Warmth



Building Strong Relationships



NCD A
2024

- Attending
- Listening
- Reflecting
- Encouraging
- Questioning
- Silence



Building Strong Relationships

Attending

Within a helping relationship, attentiveness is communicated largely by how we orient ourselves physically toward the client.

(Egan, 2009).

S Squarely
O Open
L Lean
E Eye Contact
R Relaxed





Certified Business Services Consultant™ CBSC



Building Strong Relationships

Encouraging



**Everything
is possible.**

- Often, all that is necessary to let clients know that you are listening and encouraging them to continue talking is to use an expression like “**umm hmm**” (called a minimal encourager by counselors).
- Most of us naturally nod our heads when doing this, conveying a simple and effective “**I’m listening**” message.

(NCDA, 2017)

Building Strong Relationships

Active Listening

- Listening is much more complex than just *hearing* what is being said.
- It involves paying attention to both **content** and **feeling**.
- It requires **engagement** and **confirmation**.

Building Strong Relationships

Reflection

Providing **Quality Business Services** requires individuals to serve as a **mirror**



Reflecting back both the **content and feeling** of their customers messages.



Building Strong Relationships

Reflection - Feeling

“ Since the car accident, I seem to have lost a lot of my self-confidence, and that makes starting all over again even more frightening! ”

“ I don't have time to read all this OJT Contract – just give me your summary of it! ”

“ With several employees to take care of, there's no way that I can consider working with your organization, the government. ”

Building Strong Relationships

Questioning

Two Types of Questions



Closed-ended

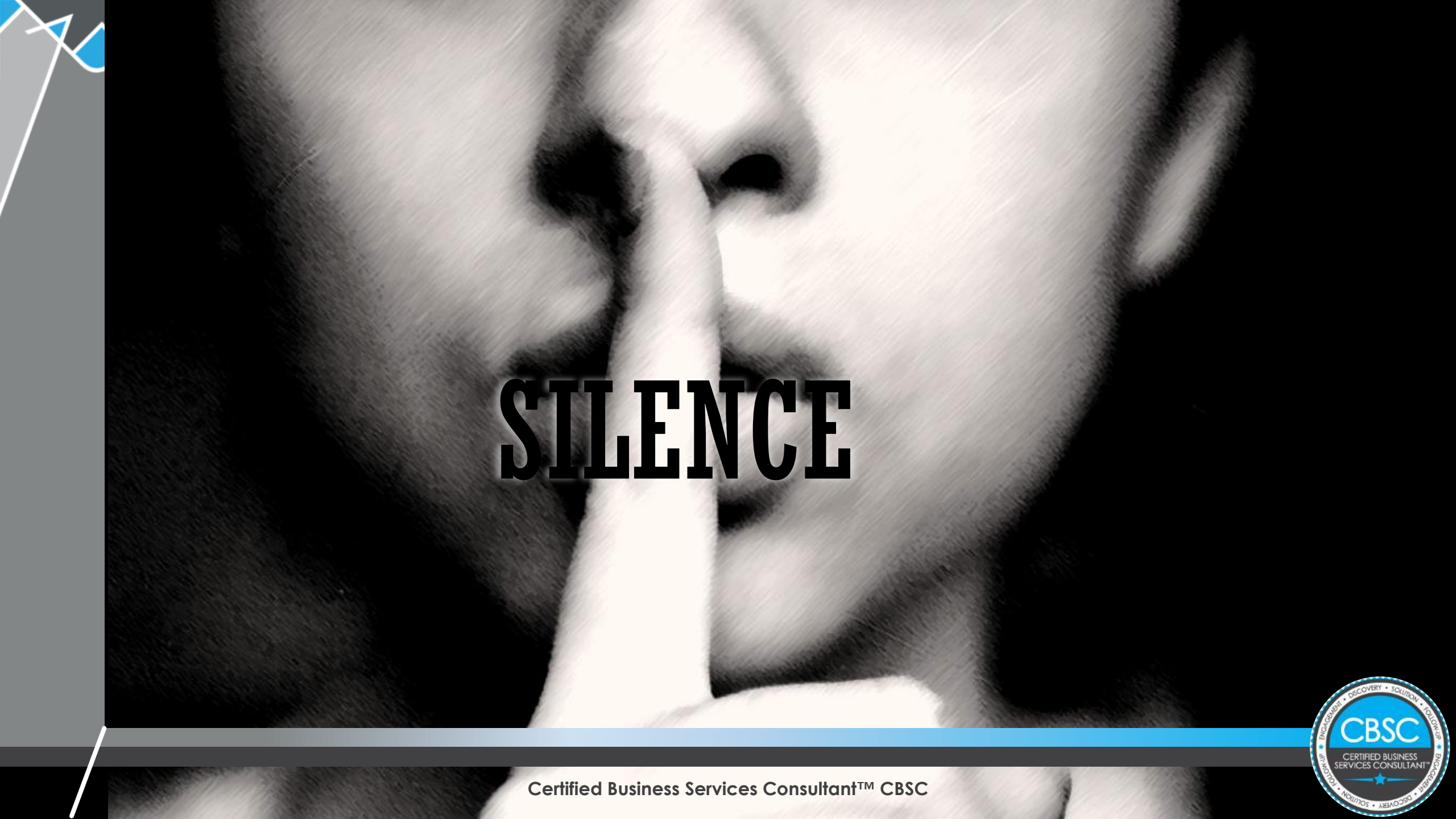
those that can be answered “yes” or “no” or with another simple response



Open-ended

invite a longer response, and often start with what, how, or why





SILENCE

Certified Business Services Consultant™ CBSC



Strategies for Building Trust



Develop skills to grow your competence in a particular area



Improve your punctuality and treat others' time as highly as your own



Be Confidential, Don't Gossip, Be Genuine



When you have violated trust, apologize and make amends (even if it was unintentional)



Don't promise to do things you don't have the time, resources or genuine commitment to do properly



Take time to better understand how someone is feeling; to show concern and compassion



- Define what it means to be a professional Business Services Consultant?
- Identify the characteristics associated with a person in this position
- Include: actions, behaviors, language, etc.

The Professional Business Services Consultant



Uses Business Language



Communicates in an effective and timely manner



Personally brands & markets themselves



Establishes a single point of contact & a personal expertise



Business Friendly Language

<https://quizlet.com/24550990/the-top-100-most-important-words-in-business-english-flash-cards/>



“Workforce Development Speak”

- Acronyms
- Industry-specific terminology
- Program-centric language
- Rule and/or eligibility-focused
- Negative script – what we can't do



Try to avoid

- Career services jargon
- Generalizations or descriptions of populations you serve
- Implementing bureaucratic barriers
- Thinking about referrals from a perspective of quotas or placement goals



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)



Activity

Personal Barriers to Engagement

Identify and list what holds you back, or challenges you personally face, when attempting to engage businesses

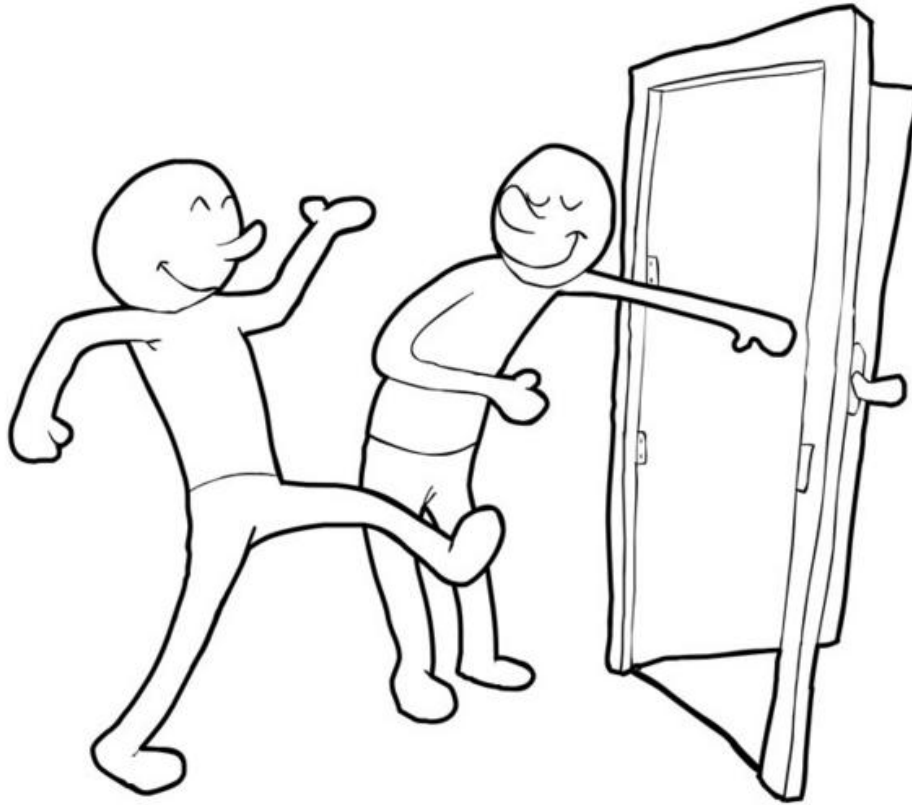
Hot Tip: This relates to your own personal skills, competence or understanding of your goals

Activity

System/Organizational Barriers

What types of barriers does the workforce system create that make it difficult for businesses to engage with us?

Hot Tip: Consider this at both a system and organization wide level... Things you may or may not be able to control



- Email, in-person, phone, flyer
- Engagement pitch
- Find out who can say yes!
- Data talks, theory walks!
- Happenstance/Call to Action

Outreach

Using Data

Turn Over Costs: 48%-61% of an employee's annual salary

Watson & Wyatt Report

The typical fee for employers using a temp agency is 12-50% of the employee's hourly rate

Cost Helper Personal Finance

Small business/Start ups can spend up to 40% of their time on no revenue generating tasks-like hiring new employees.

Entrepreneur Org. Via Inc.

Average cost to hire an employee is \$4,129, with around 42 days to fill a position

SHRM

It will take 8 to 26 weeks for an employee to achieve full productivity.

MIT Study

Losses between 1% and 2.5% of total revenue on the time it takes to bring a new hire up to speed

Mellon Financial



RECRUITMENT

Recruitment Strategies



- Employer Consortia
- Industry-specific meetings or summits
- Training/Info Sessions
- Technology

Employer Consortiums

An employer consortium is a group of independent employers that pool resources, coordinate efforts, and share responsibilities to address common challenges or opportunities—such as talent development.

Relies on workforce to build network

Utilizes workforce & business funding

Offers direct links to training & talent pipelines

Sustainable in the absence of workforce funding



Integrated with sector initiatives



Includes association memberships/participation



Opportunity to learn not sell



Demonstrates commitment to sector growth

Industry Meetings & Summits



Activity

Identify

From the recruitment strategies provided, which do you think would work best to recruit employers

Specify

Specify why this method would work

State

State the anticipated outcome of these efforts



brand

TAD's Hot Tips

1. "Under-promise and over-deliver!"
2. Build strong relationships
3. Be inclusive and share the glory
4. Destroy your enemy list
5. Share your successes
6. It's all about who you know



Follow us!



Tressa A. Dorsey
tressa@tadgrants.com

Aaron Leson
aaron@tadgrants.com

201-588-LEAP
www.tadgrants.com

