



Business Engagement

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YOUNG 
INVINCIBLES

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Objectives

- 1) Recognize and apply the steps for employer engagement
- 2) Learn to identify the needs of targeted employers
- 3) Demonstrate the ability to adjust workforce development terms into the language of business
- 4) Develop “elevator pitches” to business

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Agenda

- Challenges with employer engagement
- “Selling” apprenticeship strategy (and your organization) to employers
- Speaking the language of business
- Elevator pitches
- Next steps



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“Selling” apprenticeship strategy to employers

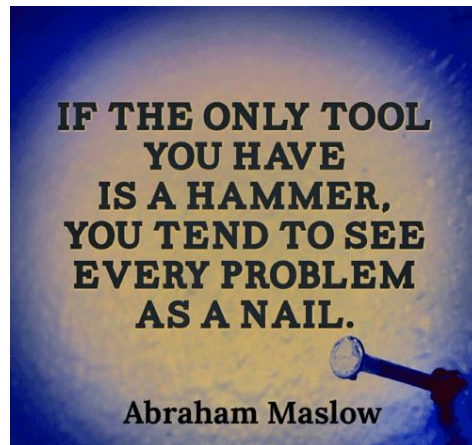
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Steps for engaging employers

1. Develop a targeted list of employers
2. Identify the business' needs
3. Share apprenticeship value proposition
4. Pitch your services
5. Confirm agreement
6. Maintain the relationship

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Apprenticeship is **ONE** tool, not the **ONLY**



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Step 1: Know Your Targets

Create a list of 5-10 companies to target by researching:

- Growing sectors and businesses in your region
- Patterns in target industries' local vacancies that indicate that the companies might have "apprenticeable" opportunities
- Specific job descriptions at the target companies



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Step 1: Know Your Targets

CHALLENGE	DESCRIPTION	INDICATOR
SKILLS GAPS IN HIRING	Businesses need to hire and have plenty of applicants, but applicants do not have the skills required to do the job.	Job postings stay open for a long time.
DEVELOPMENT OF EXISTING TALENT	Businesses have opportunities to advance current employees, but those employees lack the required skills for these positions.	Instead of promoting from within, businesses are posting job openings for mid-level positions.
ATTRACTING AND RETAINING TALENT	Businesses are experiencing unusually high turnover and/or having difficulty finding interested applicants.	Jobs are constantly being posted and reposted.
RETIRING WORKFORCE	Businesses are experiencing high levels of retirement in skilled positions.	A business is posting multiple job openings for skilled positions that have not been open in the recent past.
ADVANCING TECHNOLOGY	Businesses have enough workers, but are struggling to keep pace with technological and industry advances.	No jobs are open, but the business has expressed an interest in customized and/or technical training.

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Step 2: Identify Business' Needs



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Do I have to become a salesperson?



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Sales consultant=Identify and speaking to a need

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Potential Business “Pain Points”

- Recruitment
 - Locating and attracting
 - Diversifying the pipeline
- Persistent Vacancies:
 - Retiring workforce
 - Skills gap in community
 - Frequent turnover
- Low employee retention rate
 - Wage chasing
 - Turnover
 - Benefit/pay structure
- High training costs
- Upskilling

Source:
<https://www.illinoisworknet.com/ApprenticeshipPlus/Documents/the-benefits-and-costs-of-apprenticeships-a-business-perspective.pdf>

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How can apprenticeship address those needs?



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Selling your organization

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Thank You!

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