

Business Service Teams and other staff under WIOA should reach out to the employers they serve and ask them to submit their success story online. In cases where the employer would rather have their story written or submitted by the business service team, staff can submit stories as long as they receive written permission from the employer and keep a copy of the permission.

Creating and submitting their success story is easy, important and benefits everyone involved. Tell us about their business and how working with a program has helped their business change or grow and how it has helped their workforce. The tips below will ensure their story is the best it can be!

## What Makes an Effective Success Story?

- Mention specific experiences and activities that made the experience successful
- Use active vs. passive voice
- Avoid editorializing about the business
- Include an engaging clear photo

## Tell Your Success:

- Enter a personalized, meaningful title
- Tell us a brief description of the business background and how the program has impacted it
  - What did the program help them achieve?
    - Growing their workforce, expanding their market share, training and retaining new or existing employees
- What were the outcomes or results of the businesses participation with the program? What positive change happened as a result of the program?
  - What are their next steps to continue the momentum from the program?
    - Continue working on the same or a similar project to maintain and grow their workforce
    - Work to continue to expand their market share and stability of their business

## Final Touches:

- Proofread the story
- Include the business' logo or a picture of the business or staff in action.



Good  
Picture



Good  
Picture