

Guide for Writing Your Success Story - Employers

November 2017

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

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Step

2

Step

3

What Makes an Effective Success Story?

- Written from the perspective of the business
- Mention specific experiences and activities that made the experience successful
- Include an engaging clear photo

Tell Your Success:

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

Final Touches:

- Be sure to proofread your business' story
- Include your business' logo or a picture of your business or staff in action.

- Step • Review this Guide for Tips for Writing Your Success Story
 - Go To www.illinoisworknet.com/Success and Select Submit your Story Under Employer
 - Complete the Success Story Form, Upload your Image, and Submit your Story



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