

**Developing Business Led Boards
& Serving Local Businesses**

2015 SC Workforce Development
Partnership Symposium
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Who's here?

- Who are you?
- What city & state?
- What role do you play in workforce development?

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- Private business
- WIA Administrator
- Economic Developer





LWIBS WILL ENGAGE BUSINESS MEMBERS WHEN THEY OPERATE LIKE A BUSINESS

BUSINESS PARTICIPATION WILL INCREASE WHEN WORKFORCE SERVICES MAKE SENSE AND BENEFIT BUSINESSES




EVERYONE WANTS TO BE INVOLVED IN A WINNING ORGANIZATION



Why aren't businesses engaged?

- Bureaucratic
- Confusing
- Tons of double talk, acronyms & nonsense
- More No than Yes
- Unusable




Why aren't businesses engaged?

- LWIB meetings focused on operations
- Nothing for them to do
- Nothing in it for them




How can we engage businesses?

- Make LWIB meetings strategic & action oriented not about operational details
- View workforce challenges from their perspective not ours
- Make business services relevant and useable
- Effective business services = active WIBs
- Active WIBs = engaged local businesses



How can we improve?

- Design information with end users in mind
- Communicate clearly
- Design processes & paperwork that are business friendly
- Show them what's in it for them
- Let them lead
- Run WIOA like a business
- Use opportunities in WIOA to change the system



Think like a business

- Goal oriented
- Team based
- Every player carries their weight
- LWIBs should operate the same
- Business members will want to participate on a team with a clear objective and a role for them to play



Restructure your LWIB

- Let business lead the redesign
- Use existing or non-members
- Use committee strengths to divide & conquer
- Use technology to keep all members informed but not bogged down
- Use LWIB meeting time for action planning & reporting




Run your board like a business

- Use technology
- Know your member strengths & use them
- Communicate often & efficiently
- Use committees but communicate results
- Don't focus on operations at meetings



What do YOU need from business members?

- Be strategic with business members!
- HR – great for hiring, skill research, employer issues
- Accounting – great for reviewing OJT process & paperwork and providing feedback
- Marketing/sales – here's your talent for developing materials, marketing plans & outreach
- CEO/Managers – great at organizing, delegating & communicating



Know your current LWIB members

- Study the business members
- Study the company
- Identify their strengths & interests
- Where do they fit?
- What can they contribute?
- What does the team need to win?
- Use their other employees!



Recruit new business members

- Identify gaps on your team
- Identify the right players
- Leverage existing members to recruit new stars
- Leverage existing members to fill expertise gaps from their staff



Embrace the Committee Concept

- Business understand the committee concept
- Use “other” committees for the REAL work
- Each committee must have a CLEAR purpose and outline of work
- Committees can and should change
- Use non-LWIB members for expertise especially from your member businesses!

Required Committees

- Insure members have background to manage
- Use your partners
- Use you staff
- Design them strategically

Performance Committee

- Performance – have the sharing agencies there—Adult Ed, WIA, etc.
- Make it work for all the members not just focused on WIOA performance for the LWIB
- Use this as a platform to accomplish other things required like sharing data between agencies

Ideas for “Other Committees”

- State WIB liaison
- Business Services
- Business Processes
- Business Networking



State WIB Liaison Committee

- Identify & form relationship with SWIB member(s)
- Attend State WIB meetings REGULARLY
- Communicate feedback from business community REGULARLY via email, presentations, personal visits



Business Services Committee

- Use Human Resource members
- Review what you offer & see what's missing
- Review your process for job seeker & businesses in OJT, IWT, etc.
- Review the process for application & approval
- Review feedback from users & redesign as needed




Business Processes Committee

- Use Accounting/finance members
- Review your process & paperwork for business reimbursements in OJT, IWT, etc.
- Review your timelines
- Review feedback from users & redesign as needed




Business Networking Committee

- Use Marketing/Sales LWIB members or non-members
- Design and/or review your outreach/marketing material to businesses
- Develop marketing plan with timelines & responsible parties
- Use them to do your outreach!



Strength in Committees

- Use committees to do the work you can't
- Use committees to take operations out of LWIB focus
- Use committees to divide & conquer new issues



Restructure your LWIB meetings

- Handle operational items like Performance, One Stop in committee
- Share information in advance, continually & electronically
- Committee reports with action items early on agenda
- Focus on action planning
- ALWAYS report progress on action items

Action Planning

- Response to need or crisis
- Clear goal that is achievable
- Action items with timeline & warrior defined
- How is it measured?
- Report progress at every meeting

Example

LWIB business members expressing concerns with disconnect between what technical colleges are offering & what skills are needed

LWIB Goal

Facilitate meeting with technical college presidents, LWIB interest members and other non-LWIB businesses to discuss situation and develop solutions

Action Plan

- LWIB members develop a brief giving background, any situational data, their concerns and the request for a meeting
- LWIB staff uses the brief to arrange the meeting
- LWIB resources are used for logistics
- LWIB staff provides meeting support

Next LWIB meeting – Action Item Reporting

- LWIB members report results of meeting
- LWIB members lead discussion about suggested solutions
- LWIB members design action items to implement solutions

In House Performance

- What's meaningful?
- Report out at each meeting
 - # served
 - # got jobs
 - # WorkKeys
 - # IWTs & where & value
 - # OJTs & where & value
 - Special stories/actions

WIOA staff role

- Coach of the team
- Bridge between government & business
- Carrier of feedback from LWIB to State staff
- Insure professional business staff
- Think like a business – Act like a business

Mary Kay Ash

Everyone has an invisible sign hanging from their neck saying, 'Make me feel important.'

Never forget this message when working with people.

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