



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**Closures & Layoffs**

Permanent or temporary  
Strategic or necessary  
Affects everyone differently

---

---

---

---

---

---

---

---

**Dr. Seuss**

**"I have heard there are troubles of more than one kind. Some come from ahead and some come from behind. But I've bought a big bat. I'm all ready you see. Now my troubles are going to have troubles with me!"**

---

---

---

---

---

---

---

---

**Viewpoint**

Employees  
Company  
Upstream/downstream vendors  
Multiplier effect  
Workforce system  
Community  
Economic development

---

---

---

---

---

---

---

---

### Lemonade

Pool of skilled workers  
Existing and future businesses

"Don't cry because it's over. Smile because it happened." — Dr. Seuss

---

---

---

---

---

---

---

---

### The Goal

Organize a WF team to handle the crisis  
Compile "useable" intel on the talent pool  
Market workers to existing industries  
Work with Economic Development team to use talent pool to bring in new industry

---

---

---

---

---

---

---

---

### Understand the situation

Employees	Company
Transferable skill sets	Closing date
Special conditions	Severance dates/factors
Services needed	Unjon ?
Applicable services available	Trade petition filing & approval
Critical dates	

"Knowledge is knowing a tomato is a fruit; Wisdom is not putting it in a fruit salad." — Author Unknown

---

---

---

---

---

---

---

---

### Profile the company & work environment

- Research the company & NAICS code
- HSD or GED required?
- ISO or safety training?
- Safety record?
- Drug testing?
- WorkKeys?
- Computerized production equipment or reporting?

---

---

---

---

---

---

---

---

### Inventory the workers & skills

- Confidentiality
- Job description
- Dig for skill sets not just position name
- OES code or job description for each position
- Wage range for each position
- Age of worker
- Term of service for worker

---

---

---

---

---

---

---

---

### Ideally, for EACH job position, you'll know:

- Job title with OES code or detailed description
- Requirements at hire
- # of workers in that job
- Wage range paid for that job
- Age range of workers
- Length of service with company

---

---

---

---

---

---

---

---

### Compile Intel

Assemble company & worker data  
Format should be useable by ANYONE  
Bullets, spreadsheets are great  
Brief is better

---

---

---

---

---

---

---

---

### Produce a Situational Brief

Company Intel	Skills Intel
Purpose of brief	Total workers being laid off
Company closing dates & info	Essential dates
Company history & overview	Snapshot of workforce
Company workforce climate	Inventory of skills
	Attachments

---

---

---

---

---

---

---

---

### Organize your workforce team

Identify the point person in each camp  
Assemble the key players  
Share your Brief prior to the meeting  
Ask them to send any additional info they have  
Update your brief prior to meeting

---

---

---

---

---

---

---

---

### Convene a Workforce Team meeting

- Develop the plan for service and promotion
- Decide on the lead person for each action
- Establish ongoing communication chain
- Insure that each key player shares the plan & info with their staff

---

---

---

---

---

---

---

---

### Train the troops

- Insure that EACH workforce team shares & trains their staff
- Gather their input
- Adjust as needed
- Give them the tools/weapons they'll need

---

---

---

---

---

---

---

---

### Connecting to existing companies

- Involve local ED team
- Look for similar skill needs NOT companies
- Use NACIS & local knowledge
- Think commuting distance
- Think up and down stream
- Develop the target list
- Decide how to reach them & who

---

---

---

---

---

---

---

---

### Connecting to existing employers

- Quickly before closing if can
- Share Situational brief & clear contact information
- Include CLEAR info on OJT, IWT, TRADE, etc.
- Handle your requirements internally
- Facilitate the connection to the workers

---

---

---

---

---

---

---

---

### Connecting to economic development

- Understand your local ED team
- Find the key person
- Meet & present Situational brief
- Help them understand intel & how to use
- Show them how WF can play & assist
- Recruiting similar companies – pros & cons

---

---

---

---

---

---

---

---

**"Don't wait for a light to appear at the end of the tunnel, stride down there and light the bloody thing yourself."**

*— Author Unknown*

---

---

---

---

---

---

---

---



P.W.S. Ventures LLC

Sandy Fowler  
PO Box 345  
Walterboro, SC 29488  
(843) 908-9409 – mobile  
[sandy@pwsventures.com](mailto:sandy@pwsventures.com)  
[www.pwsventures.com](http://www.pwsventures.com)

The business card features a white background with a yellow and orange swoosh at the top and a dark red swoosh at the bottom. The text is centered and includes the company name, contact person, address, phone number, email, and website.

---

---

---

---

---

---

---

---