



# MAXIMIIZING BUSINESS ENGAGEMENT

## *Engaging Employers in the Work-based Learning Continuum*

*Christine Bosworth, Ed.D., Co-founder & CEO*

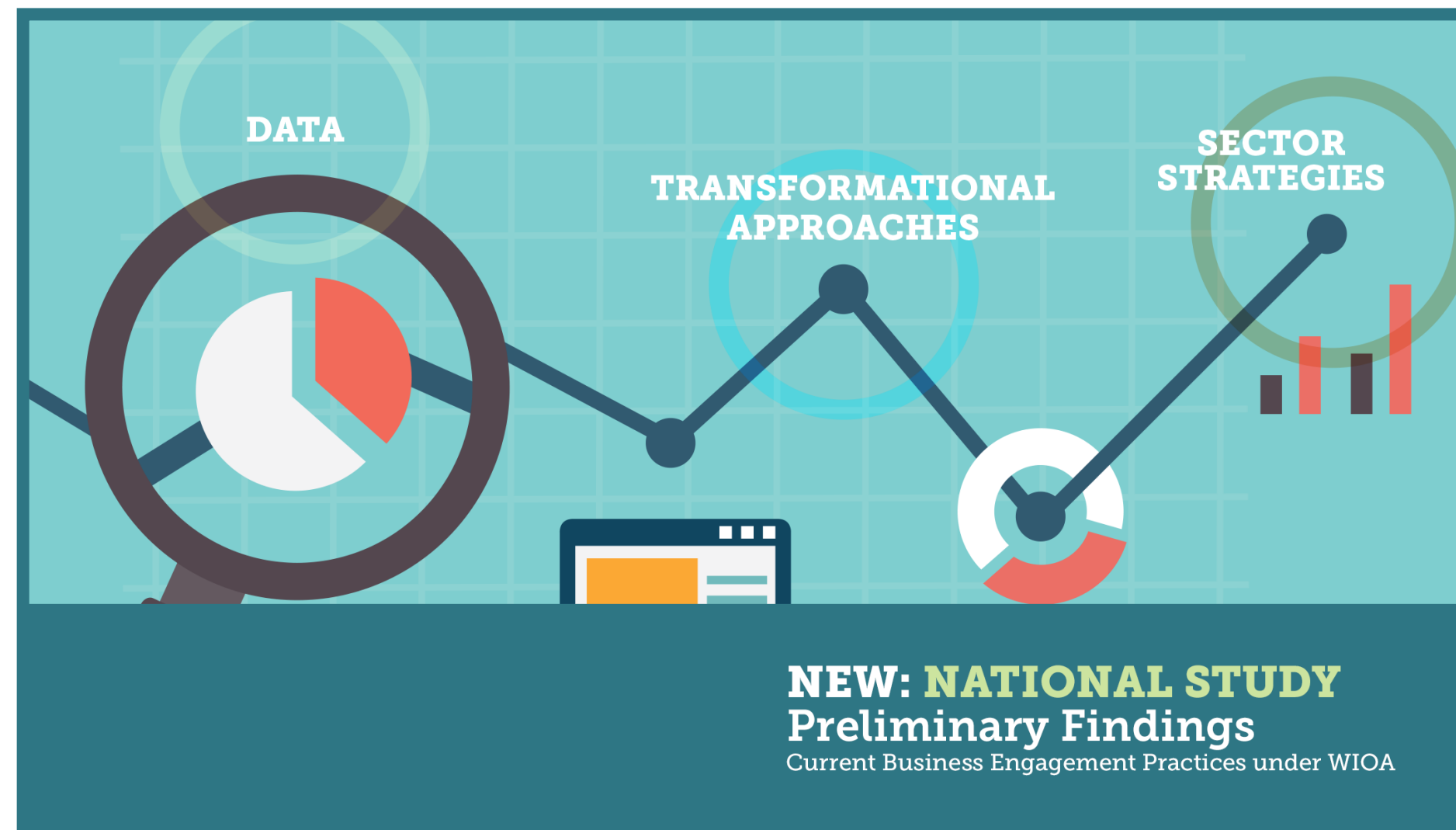
*Celina Shands, M.S., Communication Technical Assistance Provider*

*CCC Chancellor's Office - Doing What MATTERS for Jobs & the Economy Initiative*



# About Business U, Inc.

## Strategy – CRM – Professional Development



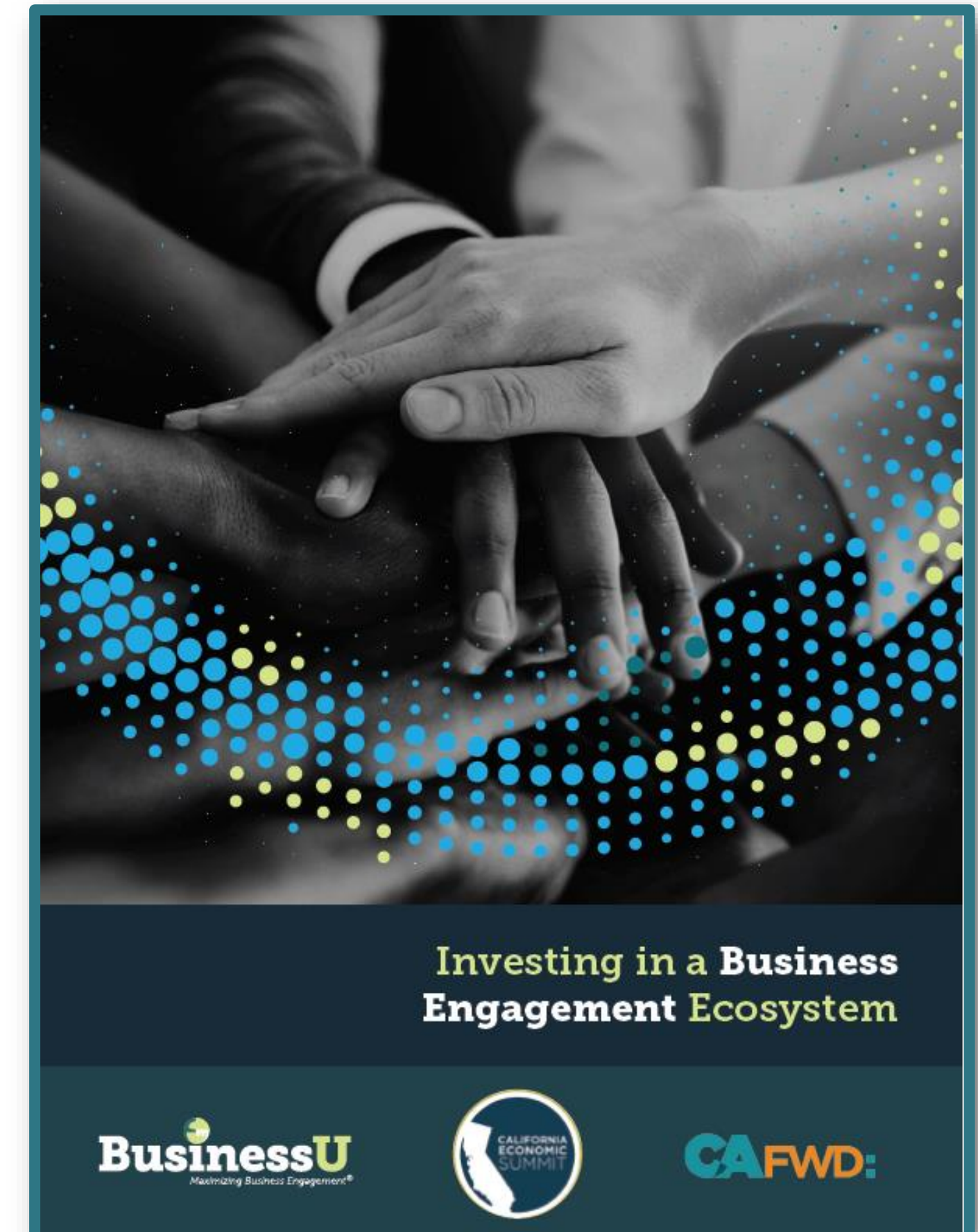
**ACCREDITATION  
MATTERS**

**2017 Innovation of the Year Award  
for Learner Engagement**

**2017 Gold Davey Winner  
B2B Engage CRM Technology**



**Davey  
AWARDS**





# On the Agenda



- Employer Engagement Resistance: Insights from National Study
- Using a Demand-driven Lens to Overcome Engagement Barriers
- Transactional Efforts & Transformational Strategies to Build Relationships
- Takeaway: 5 Key Engagement Strategies
- Proactive Outreach Roadmap: Building the Ideal Ecosystem
- Resources & Toolkits
- Handouts:
  - Self-assessment: Business Engagement Behaviors and Activities
  - Organization assessment: Touch-point Value Propositions

# What is more challenging for you?

ENGAGING employers in WBL

SUSTAINING employer engagement in WBL

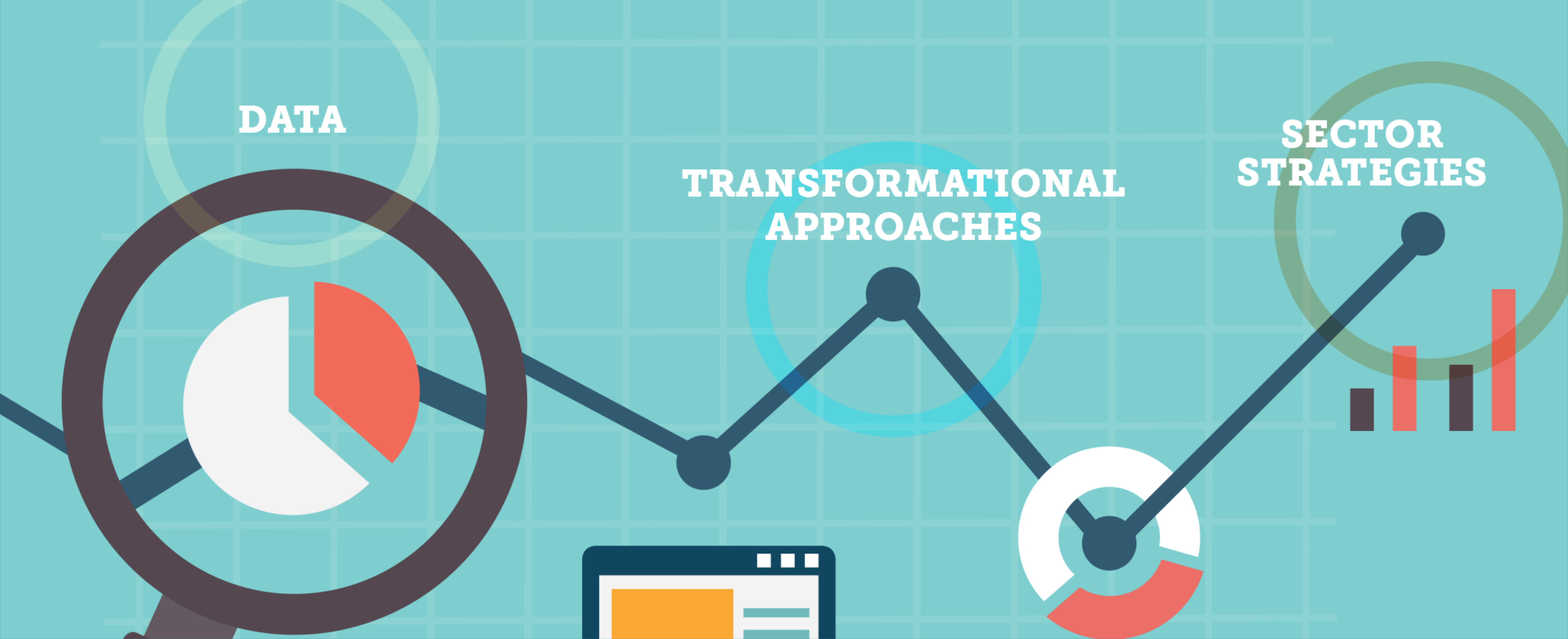




**DATA**

**TRANSFORMATIONAL  
APPROACHES**

**SECTOR  
STRATEGIES**

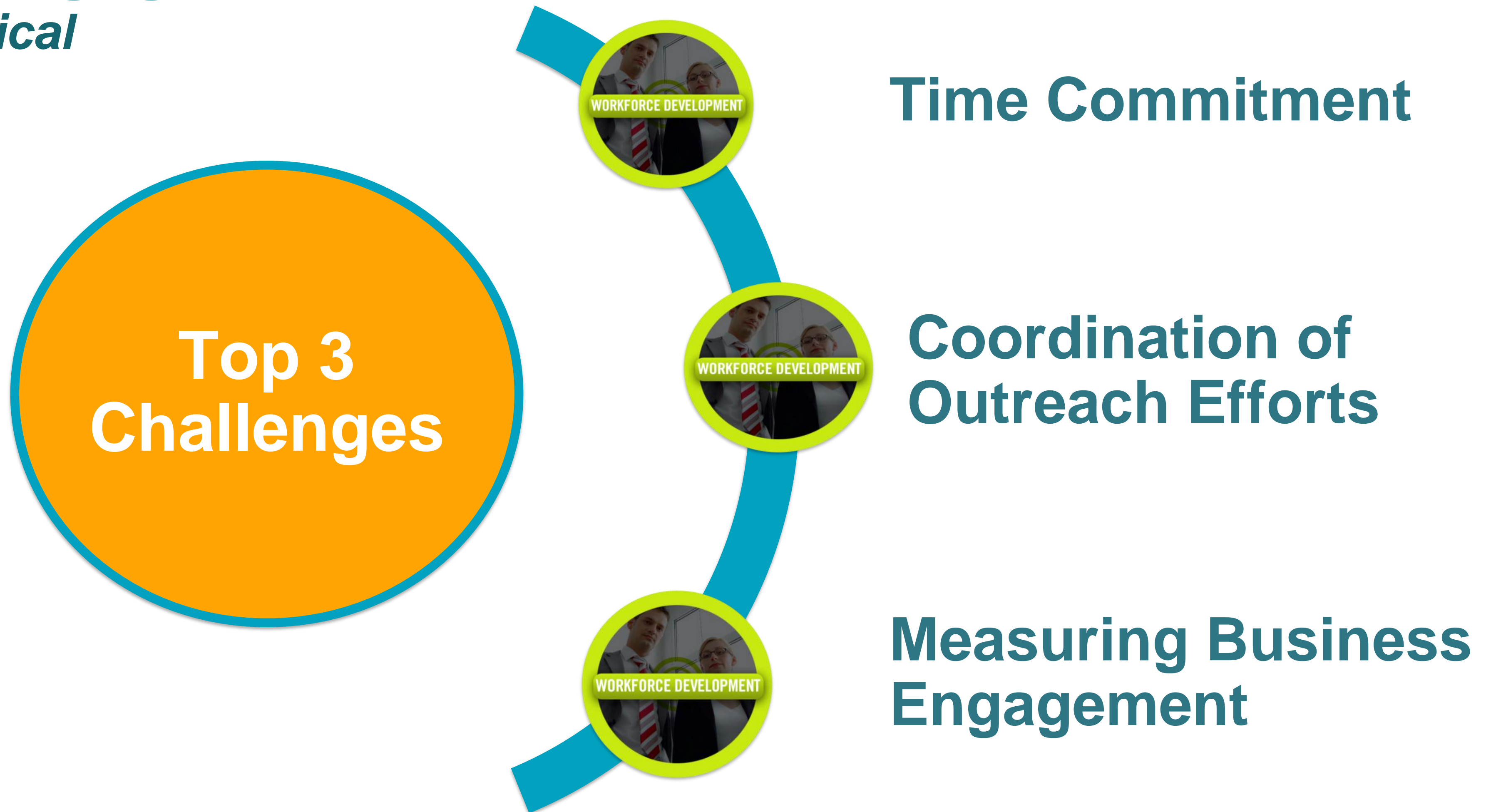


# **NEW: NATIONAL STUDY** **Preliminary Findings**

Current Business Engagement Practices under WIOA

# Employer Engagement

*Education Vertical*









# Understanding the Psyche of Business

This is what keeps “Employers” up at night

Sales  
Debt  
Profitability  
Growth  
Marketing  
Reliable Help/Trained Staff  
Cash Flow  
Product Development  
Efficiencies  
Competitive Edge  
Contract Negotiation  
Litigation  
Compliance  
Economic Slowdown

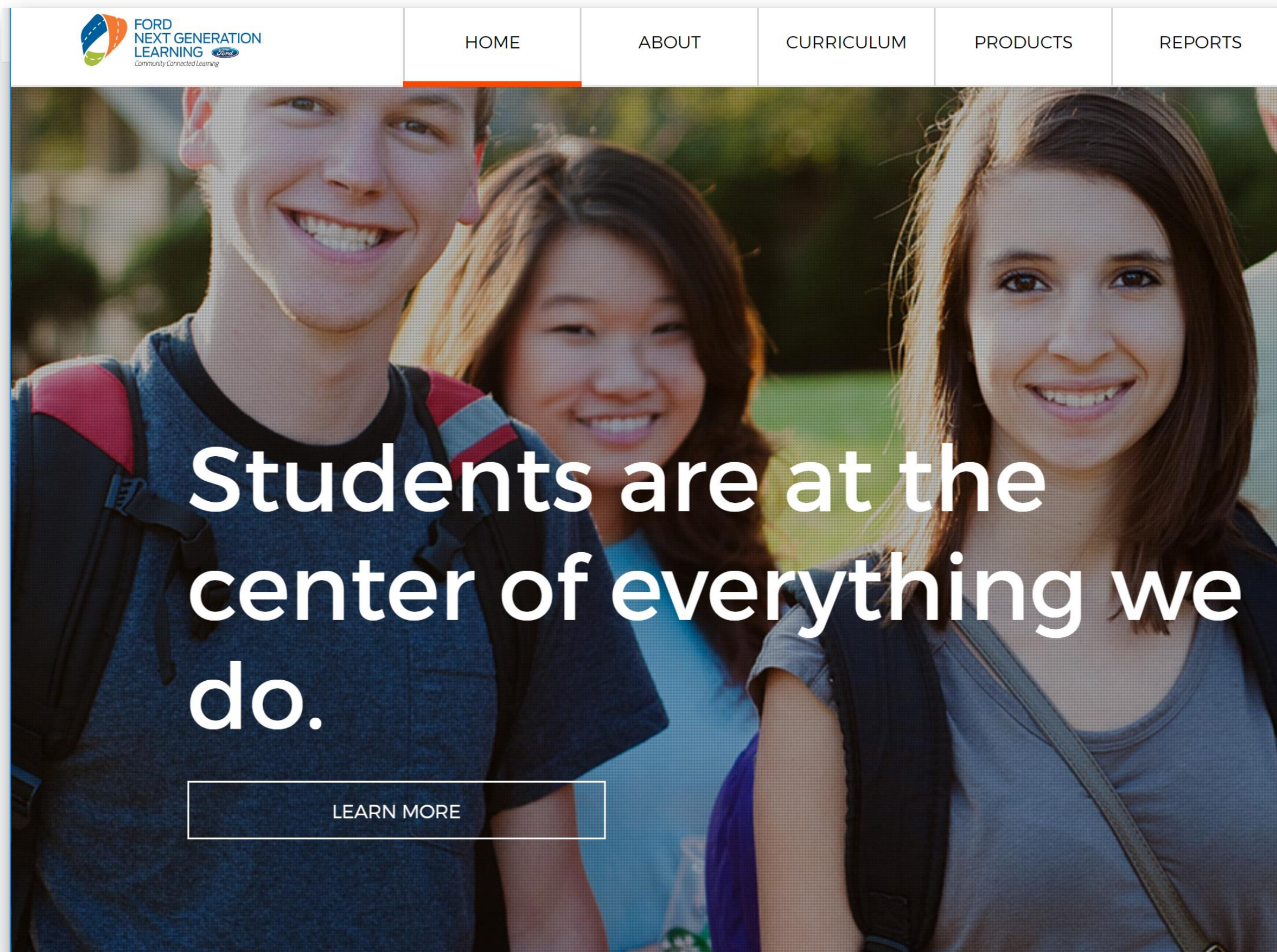
*I am more  
than an  
employer*





# Demand vs. Supply

*Example: Ford NGL Communities*



**How does your mission help me [employer] to:**

Increase profitability?

Enhance productivity?

Increase efficiencies?

Improve customer service?



# Value Proposition: Features & Benefits

Features are **factual statements** about a service being discussed or promoted, but they do not engage a prospect. A benefit answers the customer's question, "What's in it for me?"

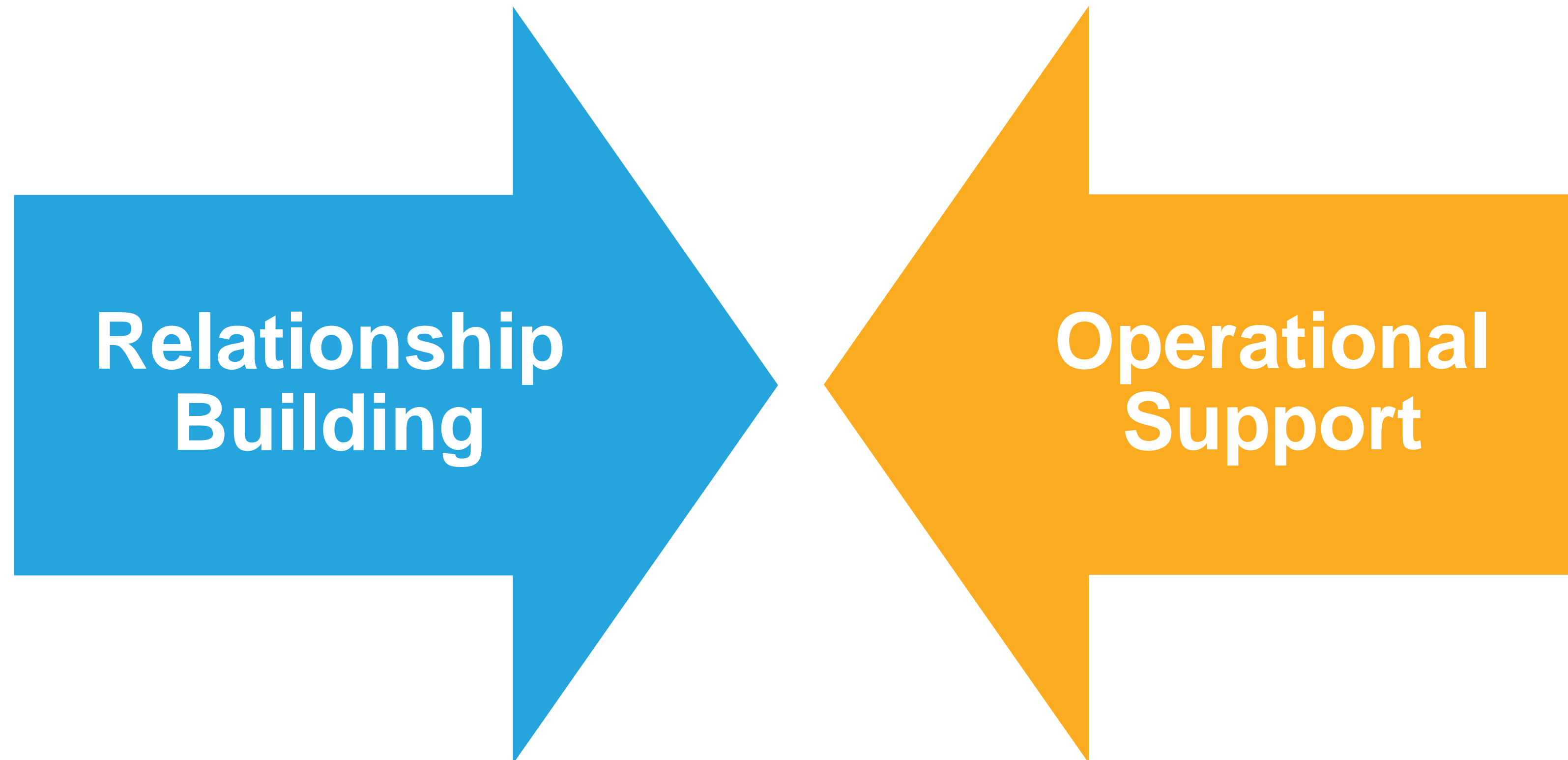
A value proposition explains the **benefits (NOT features)** your business customers will receive from the services you provide.

- How do you uniquely provide those services compared to your competitors?
- The less known your organization is, the more effective your value proposition needs to be.





# Maximizing an Ecosystem for Engagement



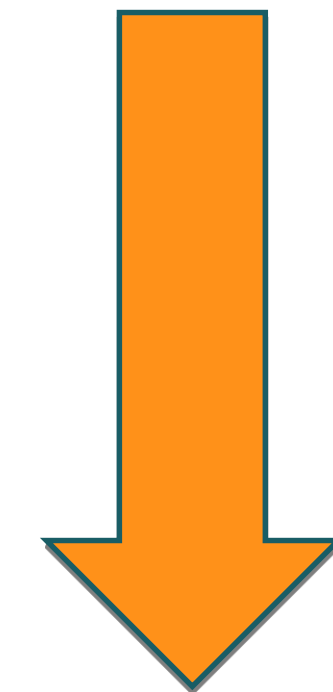
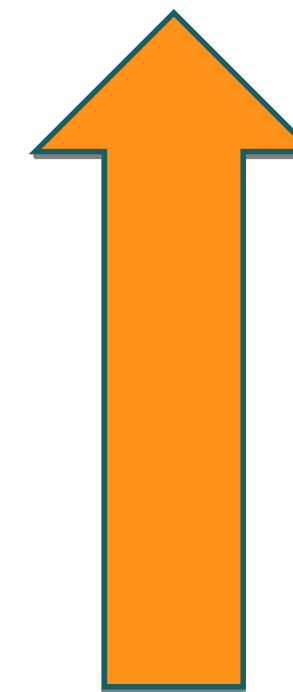


# Building Transformational Relationships

*If you work with people, you are in the business of building relationships.*

The art of building a trustworthy and credible transformational relationship requires you to increase your interaction and decrease your expectation.

*Interaction*



*Expectation*



# Strategy #1

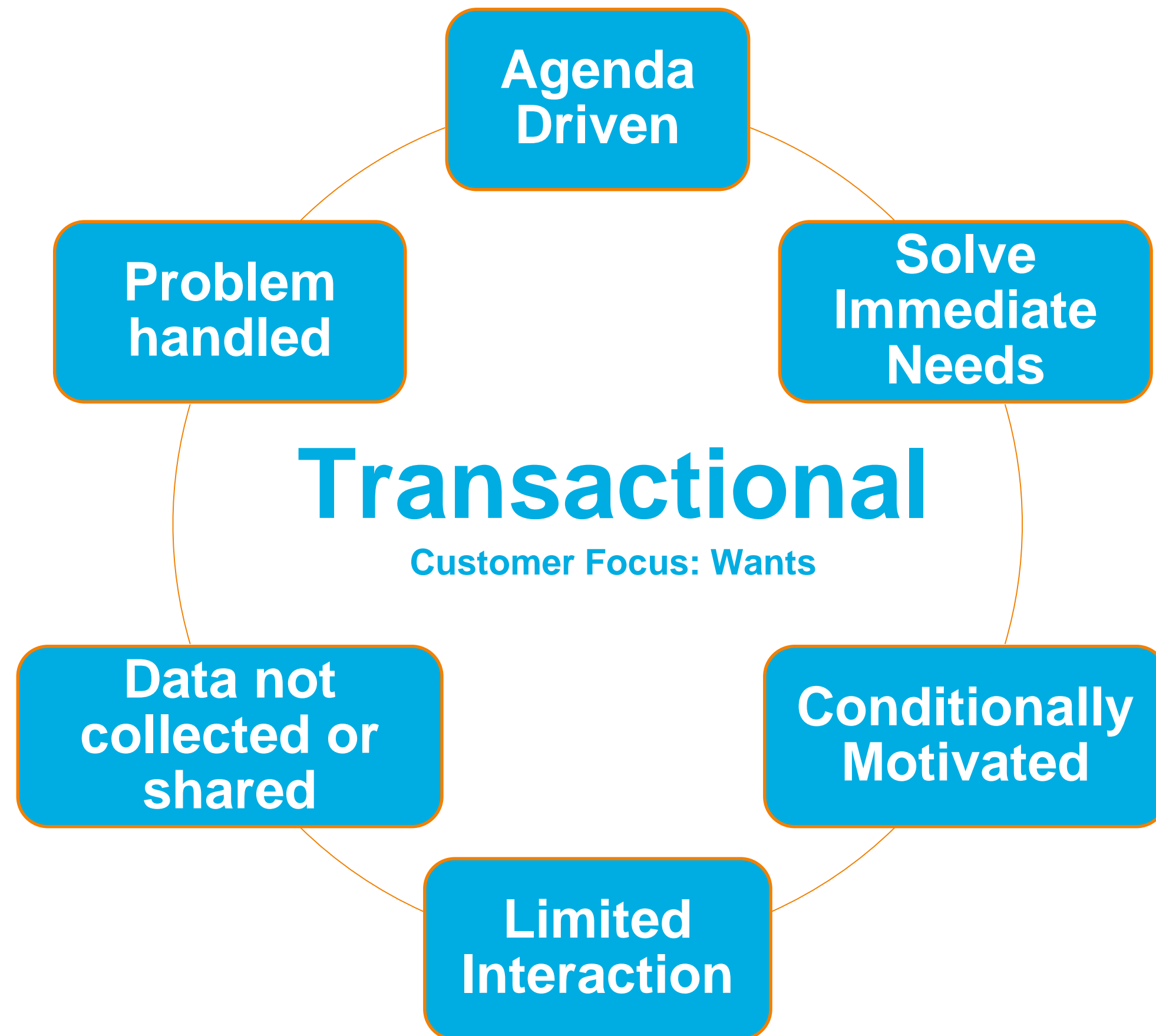
## Leverage Vertical Assets





# Strategy #2

## Approach Awareness



*Transactional Efforts & Transformational Strategies*



# Strategy #3

# Communicate in Value Propositions





## Strategy #4:

# Segment Supply & Demand Communications



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## CAREER EDUCATION College. Your Way.

Employer Video

Student Video

“

I am the first generation of my family to go to college.  
Because of this degree, I can be a stronger workforce  
candidate with more skills.

Merced Business Administration Student  
Found it. A Path to a Better Job



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**You can Do It. We Can Help.**



## REGIONAL WORKFORCE STRATEGIES

Workforce Models for a Competitive Advantage

CAREER EDUCATION

### Your Competitive Advantage

As workforce experts we know that...



Workforce talent is one of



Our collaborative leads



When you connect with



The right workforce

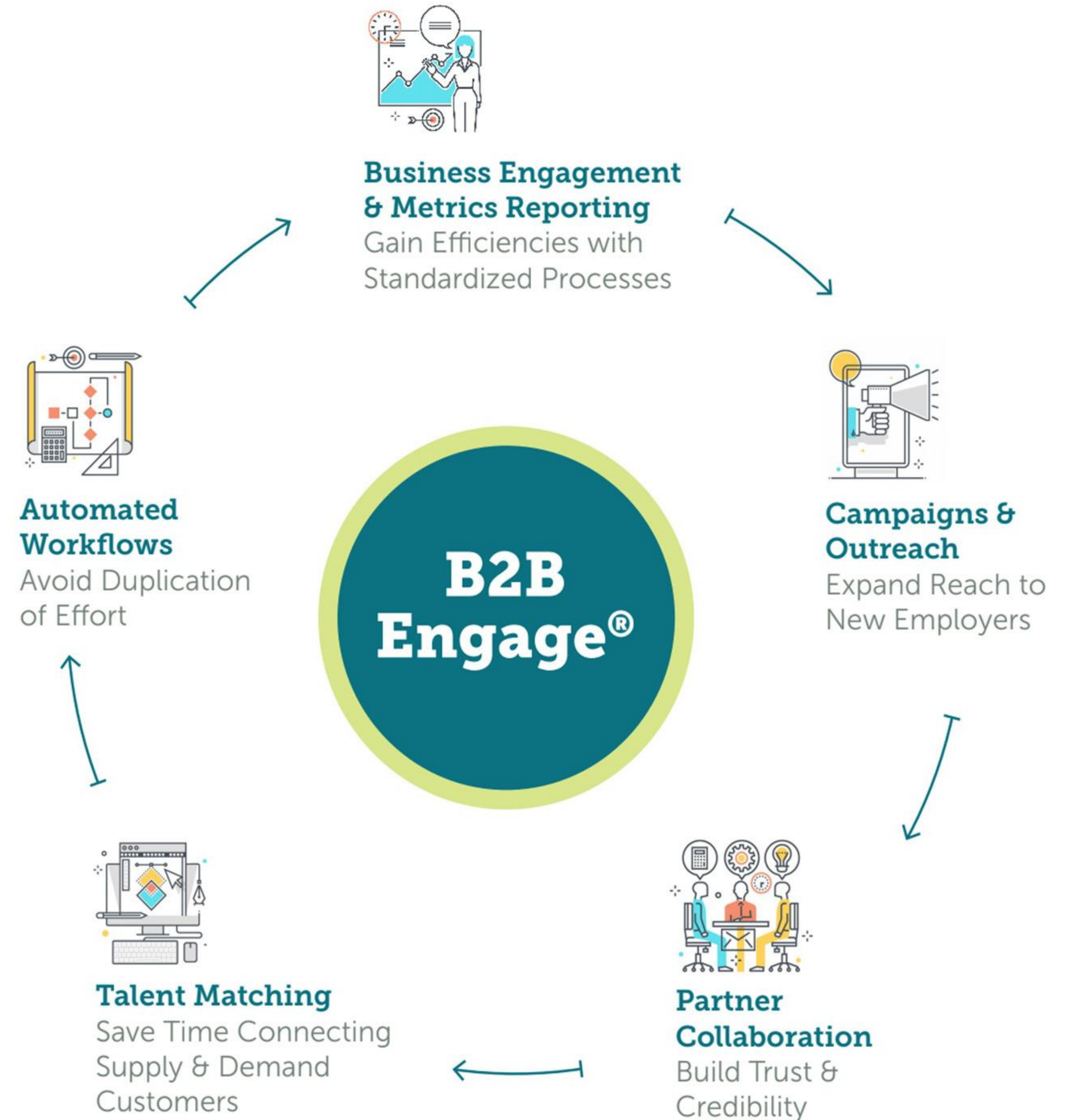


We have connections to



## Strategy #5

# Use CRM Technology to Expand Reach





# Business Engagement Outreach Plan



## Business Engagement Ecosystem: Ideal State

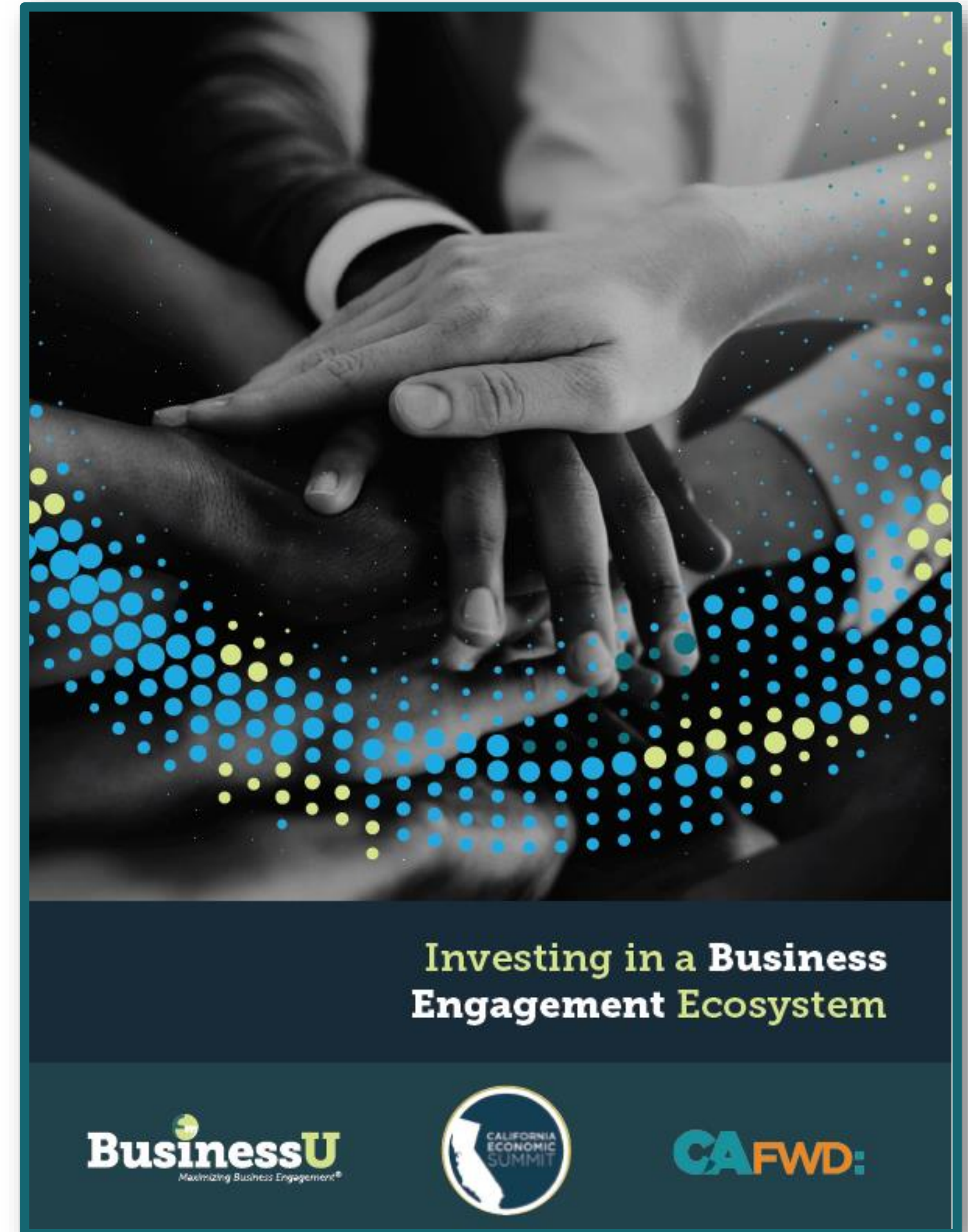




## Resources

- CCCCO Sector Strategy Toolkit
- B2B Engage<sup>®</sup> CRM Technology
- eBooks: Employer Engagement
- Professional Development
- CRM Evaluation Guide
- Free GED Online Prep Course
- 3rd Party Credibility eTutorial

@MaximizeB2B







# BusinessU

Maximize Business Engagement®

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