



# DEEP DIVE: YOUR WORKFORCE STORY

A part of the Video Training Series by Kate McEnroe

## QUALITY TRAINING DOESN'T HAVE TO BE SO COMPLICATED AND EXPENSIVE.

The video training series offers organizations the ability to deliver high quality, easily accessible training modules that strengthen the ability of their communities and stakeholders to execute on retention and recruitment objectives. It delivers a series of 10-15 minute video presentations accompanied by transcripts, and take-home activities.

## AN OVERVIEW

Choose a focus on the workforce business case for the video series and your audience will learn what data is used to evaluate labor markets and how to craft a strong workforce story to bring that data to life. Stories of best practices in talent development and recruitment will provide the inspiration to take communities and regions to the next level in creating opportunities to attract, retain, and support your workforce today and into the future. Here is a sample of topics covered:

Defining your Labor Draw Area  
Using Education Data  
Interpreting Occupation Data A  
Robust Employer List Telling  
your Workforce Story

Underemployment  
Telling the Employer Story  
Universal Recruiting  
Workforce Journey Mapping  
Best Practices - Talent Recruitment

## TERMS

Hosted on your site or mine. You are granted a two year license to share the material via a password protected link with your designated economic development and workforce professionals and stakeholders.

### WHO IS IT FOR?

Rural Area EDOs  
Micropolitan EDOs  
Regional EDOs  
State Associations  
Utility Economic Developers

### WHAT YOU GET

A packaged training series including on demand videos, PDF notes, take-home exercises, and one or two live video meetings with Kate.

### MEET KATE

Kate McEnroe has been working as a location and economic development consultant for over 25 years, She has deep expertise in assessing labor markets and optimizing marketing programs, and has a passion for sharing lessons learned and best practices.

*Ready to get started? Let's chat!*

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