

# WORKFORCE WORKSHOPS

By Kate McEnroe

## Getting the right workforce data is only half the battle - now what?

These workforce workshops offer sponsoring organizations the opportunity to bring together economic developers from across a region or a service territory to learn how to create and promote the most compelling workforce case. You will find out if you really need more data, or if you just haven't quite figured out the best way to use what you have to tell an impactful story. Whether you are focused on developing your workforce, attracting and retaining new talent, marketing the workforce you have, or all three, you will walk away tools and plans that fit your budget and your bandwidth.

## CUSTOMIZABLE FORMATS

Customizing content is always a good idea, but here are a couple of formats that have worked well.

### THE 4 D's

#### Diagnose/Describe/Disseminate/Discipline

Diagnose

How would prospects view your workforce data?

Describe

What is an honest and more contextual way to describe your workforce than a statistical report or desktop screening would reveal?

Disseminate

What is the best way to respond to questions? More importantly, what is the best way to proactively distribute information that will change perceptions?

Discipline

How can you use the budget and staff you have to keep your information current?

### DAM IT!

#### Develop/Attract/Market

Develop

What workforce development initiatives do you need in place to address the full spectrum of challenges facing employers and potential employees? What is really cutting edge today?

Attract

What is the smartest way to deploy your resources to retain the workforce you have and attract new people to your community?

Market

What messaging will be memorable? What channels will be cost effective and impactful? How do you signal your economic success without signaling a workforce shortage?

## DETAILS

Each workshop is most effective with an audience of no more than 30 participants, but is also ideal for a group as small as 5-10. You can choose a half-day or full-day event, the primary difference being the amount of time we can spend on interactive exercises and "fix it now" activities. You provide the site, the snacks, the presentation technology and the audience and I will do the rest.

#### WHO should attend?

Local and Regional EDOs  
Utility Economic Developers  
Workforce Development Allies

#### WHAT do you get?

A facilitated workshop that is part lecture, part exercises. A better sense of where to invest time and money in your workforce business case. Maybe a few of those pesky "to-do"s fixed even before you leave

#### MEET Kate

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

Ready to get started? Let's chat!

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