

How to Strengthen Business Involvement in a Sector Initiative

National Network of Sector Partners

For more information: www.nnsp.org



National Network of Sector Partners
Linking Industries, Communities and Workers

How to Use Business Involvement Tools

1. Using the “Which Businesses Should You Try to Involve?” tool, analyze the businesses in the industry sector your sector initiative targets.
2. Using the “Types and Levels of Business Involvement” Tool, analyze the involvement of each business that participants in your sector initiative and the likely initial level of involvement of each business you would like to involve. (*Note: it may be helpful to change the examples to fit your sector initiative; however, don't change the types and levels of involvement.*)
3. Use the “Goal: Broaden the Types and Levels of Business Involvement” tool to determine the next step(s) of involvement you want to achieve with each business.
4. Use the “How to Broaden/Deepen Business Involvement” tools to plan what you will do to achieve the next steps of involvement you want to achieve.

Which Business Should You Try to Involve?

- Analyze businesses in the target industry sector
 - Work as much as possible with Employers of Choice
 - Work with businesses that want to become Employers of Choice on better business and HR processes/practices
 - Don't work with businesses that have low-pay/high turnover (etc.) business models
- What is an “Employer of Choice”?
 - High job quality, career paths, commitment to inclusion and diversity, great reputation among potential employees, potential for growth/job creation

Types and Levels of Business Involvement

	Initial Contact	Some Relationship	Regular Involvement	Deep Involvement	Leadership
Introductory	Learning.	Go to events.			
Customer	Value proposition understood.	Hires (etc.) sometimes to meet needs.	Hires (etc.) regularly to meet needs.	Hires (etc.) to meet needs. Likely to pay.	Has good jobs. Hires (etc.) to meet needs, and pays.
Planning, Governing, & Oversight	Role and benefits understood.	Does informational interview.	Does focus group.	Is advisory group member. Provides input.	Leader regarding decisions.
Involvement in Service Delivery	Role and benefits understood.	Has minimal involvement in services.	Has some involvement in services.	Has deep involvement in services.	Has deep involvement in services.
Involvement in Systems Change		Goals and strategy understood.	Provides occasional advice.	Advises regularly. Advocates sometimes.	Provides leadership. Advocates consistently.
Supporting the Sector Initiative		Discusses possibilities.	Assists with presentations; introductions.	Assists. . . Non-financial support.	Is champion. Is investor.

Goal: Broaden Types and Deepen Levels

	Initial Contact	Some Relationship	Regular Involvement	Deep Involvement	Leadership
Introductory					
Customer					
Planning, Governing, & Oversight					
Involvement in Service Delivery					
Involvement in Systems Change					
Supporting the Sector Initiative					



Work with businesses to broaden and deepen their involvement

How to Broaden/Deepen Involvement

- From the beginning, work to build long-term relationships that provide mutual benefit as needs change
 - Communicate the idea to businesses about long-term involvement in your sector initiative, instead of a transaction-focused idea (it's about getting a person hired, an OJT, etc.)
- Demonstrate benefits to business and sector initiative of broadening /deepening relationship

How to Broaden/Deepen Involvement

- Focus your efforts on businesses that fit your criteria, and their high-priority needs
- Use data and findings from information-gathering efforts to make the case (e.g. biz survey)
- Understand and respect the culture of private industry
- Add value: Bring something to the table that is of value to the industry (problem resolution, relevant training)
- Plan and design ways to document outcomes
- Plan for broader and deeper involvement and ask for it when appropriate



How to Broaden/Deepen Involvement

- **Businesses can help by:**
 - Marketing the value proposition based on their experience and general impact
 - Benefits to the business, job seekers/workers, and the community
 - Asking other businesses to get involved: through social networks and business relationships
 - Asking businesses that are involved to broaden and/or deepen their involvement

Resources

National Network of Sector Partners

- Training and assistance
- Industry-specific peer learning
- Policy development assistance
- Resources and materials
- Etc.

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