

GreenWays



JOBS FOR THE FUTURE

EMPLOYER ENGAGEMENT TOOLKIT | TOOL 3.1

IDENTIFY MAJOR ISSUES FACING THE INDUSTRY

TOOL 3.1

Use this worksheet as a starting point for identifying major issues in your industry. Employers will be more willing to invest their time and effort in supporting your program if they also benefit in return. You can demonstrate to businesses in your industry that you understand their needs by identifying the major issues they face. Address these issues in events that you host for local employers, even if they are not directly about their workforce. Instead, focus on helping these businesses grow. When they need to hire more workers, they will already see you as a valuable resource.

WHO SHOULD USE THIS TOOL

Job developers, employer engagement staff

SOURCES OF INDUSTRY INFORMATION

You should first talk with existing industry partners about their concerns as well as current changes and trends they would like to understand better. This will provide critical background information on their primary workforce and overarching business needs. Supplement these conversations by keeping up with reliable key sources of information. Use traditional and real-time sources of labor-market information to track important data, such as hiring demand in your area and the skills and certifications sought by employers. Identify journals and websites that provide relevant news on key employers in your region, and be sure to stay current on their publications.

LIST YOUR MOST VALUABLE SOURCES

Sources of Labor Market Information: _____

Trade journals highlighting key regional employers: _____

Reports and agendas from industry events: _____

Websites for blogs and news on industry associations that represent key regional employers: _____

Publications, news, and releases from chamber of commerce and economic development organizations: _____

TOP ISSUES ACROSS BUSINESSES

Employers must navigate a number of factors that impact the success of their business, and you should be aware of the major issues. Use the events that you host for employers to address their most pressing concerns.

LIST THE MOST SIGNIFICANT ISSUES BY CATEGORY

Legislative (state or federal): _____

Local or county administrative: _____

Technological changes: _____

Financial or economic trends: _____

Changes in leadership (e.g., new agency heads, new elected officials): _____

Workforce Issues (e.g., recruiting new workers, incumbent worker training): _____

International Trade: _____

Challenges with supply chain: _____

Other: _____
