Developing Regional Talent Strategies: Workforce Development Policy and Practices that are Working

Presented by: Keenan D. Grenell, Ph.D.
Course Outline

1. What is a workforce strategy?
2. What is alignment?
3. What is the role of education in developing a workforce strategy?
4. What are the keys to an engaged workforce?
5. A look at 4 unique workforce strategies and their implications for SOI.
6. Conclusion
Defining workforce strategy

• Thinking strategically about regional talent issues.
• Having a plan that focuses recruiting, deploying, developing, and retaining regional talent.
• Charting a course to create a strong region that provides value to employers, employees, and communities.
• Strategic actions that showcase the region as a talent magnet and an idea place to work.
What is alignment?

• Getting things straight

• Pointing efforts in the right direction

• Having an idea about where you are going
The role of education in developing a workforce strategy
The keys to an engaged workforce

• Connect talent with regional talent strategy
• Get regional talent involved in regional competitiveness goals
• Communicate and keep regional talent informed about how they are contributing to regional goals
• Create a regional work culture second to none
Workforce strategies and their implications for SOI
Strategy # 1: Balancing supply and demand
Raising productivity
Exporting work
Importing workers
Amplifying skill levels
Expanding the labor pool
Improving branding and recruiting
Strategy # 2: The talent solution strategy
Talent requirements

➤ What you want from the workforce to be competitive

➤ Competencies
Knowing what the talent thinks

- Needs
- Fears
- Goals
Developing strategic relationships between industry and talent

• Knowing the realistic texture of employer and employees (what does the marriage look like) relationships
System accountabilities

- Regional strategy design
- Broad accountabilities
- Leadership to make it happen
- Structures and systems in place to create action and doing
Prioritizing change

- Initiatives the region will pursue to implement and leverage the workforce strategy
Strategy # 3: Leveraging diversity
Decisive action

• Do Something
• SWOT
  - Strengths
  - Weaknesses
- OPPORTUNITIES
  - Threats
Reframing SOI as a diversity ready talent corridor

- *SOI is branded as a network of organizations that pursue economic development and job creation in a six-county region that lies partly in Wisconsin and partly in Illinois.*

  - What does this brand tell us about the people, the unique natural features, families, attractions, and the culture (values) of the region?

  - Is it possible for SOI to become the heart and soul of the region?
Using diversity as a regional competitive advantage

- Diversity could be that NEW thing that allows the region to:
  - Hold regular information gathering sessions.
  - Conduct problem solving sessions.
  - Connect communities with key regional leaders.
  - Leverage diversity while other regions struggle with the idea.
SOI as a healthy living, learning, and working environment

- Successfully address the workforce needs, issues, and concerns of people from diverse backgrounds.
- Initiate and champion workforce diversity efforts.
- Provide education, training, and leadership that will promote the SOI as a region conducive to the expansion of diversity in the workforce.
Strategy # 4: Austin Texas Technopolis Model
What is a technopolis?

Technopolis means city-state or region that uses science and technology to drive entrepreneurship and economic development outcomes.
Technopolis Outcomes

• Creation of wealth
• Creation of **JOBS**
• Increase of individual income sufficient to generate a sustainable economy
• Achievement of recognizable reduction in poverty and nihilism
• Measurable small wins
Outcomes (continued)

• Sharing of:
  ✓ Resources
  ✓ Facilities
  ✓ Curriculum
  ✓ Training
  ✓ Collective expertise
Outcomes (continued)

• Closer relationships inside the region:
  o United entrepreneurship/wealth creation front
  o Improved communications
  o Decrease in community friction
  o Enhanced public and private services
  o Strategic alliances with multiple partners
Technopolis Goals

- Reinvent the **future**
- Develop dynamic entrepreneurship ecosystems
- Make a region a serious competitor
Technopolis Strategy

• Use science and technology to create wealth and jobs and a better future.
• Make entrepreneurs HEROES!
• Transfer inventions from laboratories to markets.
• Balance academics (learning) with the practical real world to produce economic development results.
Technopolis Strategy (continued)

• Revolutionize teaching (new curriculum design).
• Affirm that entrepreneurship education is the “practice of freedom”.
• Develop homegrown technology companies and use them as important economic development drivers.
• Understand that research and data drives innovation, creativity, and economic development.
Cultivate and support creative leadership and management to do next level economic development work!
Conclusion

• What have we learned?

• What can we strategically do and how soon?

• Who will we partner with to do something?