

*21<sup>st</sup> Century Workforce Initiative*  
*Developing Coordinated Regional Strategies*



Business Solutions  
Professional Program

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*Goal of the 21st Century Workforce*  
*Regional Planning Strategy*

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- Help build stronger regional economies through the successful transformation of our state into a 21st Century Global Economy.
  - Build a workforce that embraces innovation, supports the development of new industries, and strengthens our state's economy

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- 
- *Prevent* Michigan's traditional industries and jobs from leaving the state by adopting a surviving to thriving strategy
  - *Support* community-led efforts to prevent plant closings and lay-offs through the development of strategies that link workforce and economic development
  - *Create* regional workforce development teams to implement these strategies and make a successful transition to new markets, new jobs, and talent development.

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*Business Solutions Professional Goals*

Assist Michigan businesses to retain workers, create jobs, and operate competitively in the global market and to attract new companies to Michigan.

- Growth situations
- Business enhancement / layoff prevention situations
- Attraction situations
- Closure situations

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*Business Solutions Professional Goals*

- Foster productive relationships with employers
- Build partnerships with other resource providers.

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*Completion & Certification*

- Participants can elect to take coursework only and will be awarded a certification of completion
- Participants demonstrating competency during fieldwork will designated as a *Certified Business Solutions Professional*

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## *Course Overview*

- Learning Objectives
- Course work & Fieldwork
- Requirements & Expectations

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## *Learning Objectives*

- Describe a demand driven workforce development system
- Collaborate with partners
- Develop resource networks
- Collaborate with company stakeholders
- Apply all 5 stages of the BS Process
- Integrate the BS Process into work situation

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## *Coursework & Fieldwork*

- The course
  - Four 2 day sessions
  - Additional web based assignments
  - 4 month period
  - MSU instructors
- The fieldwork occurs after course
  - Must demonstrate competency
  - Completed within 6 months
  - Work with Fieldwork Coordinator

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### *Course Work - Topics*

- Challenges Facing Michigan
- 21<sup>st</sup> Century Workforce Initiative
- Demand Driven Business Solutions Process
- Business Solutions Professional
- Regional Assets
- Partners and Partnerships
- Unions & Unionized Workforces

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### *Course Work - Topics*

- Basic business research using web resources
- Alternative approaches for moving companies from surviving to thriving
- DLEG Technical Assistance services & providers
- Work effectively with all types of people

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### *Course Approach*

- Interactive, case approach
- Builds on the knowledge and experience of the participants
- Apply the Business Solutions process to companies in a “growth” situation, facing a “layoff” situation, in a closure situation, and to “attraction situations

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### *Course Approach*

- Discuss critical issues facing the BSP
- Discuss how to integrate the BS process in everyday work
- Build a community of practice

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### *Requirements & Expectations*

- Learn & Apply the BS Process
- Attend all sessions
- Complete assignments
- Participate

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### *Fieldwork*

Demonstration of competency:

- Apply the BS Process in all 4 service areas
- Identify a company needing BSP services
- Gain entry to the selected company
- Collaborate with company stakeholders

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- Gather information to make an informed analysis and identify the real problems and their causes
  - Design a solution and develop an implementation plan to achieve meaningful measurable outcomes for the company
  - Assist in implementation
  - Follow up with company stakeholders

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- Coordinate assets with partners in workforce development, economic development, and education to present value added package to the customer
  - Develop networks in the community and with colleagues

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### *Development & Evaluation*



- Development a collaborative effort between SCMW and MSU – SLIR
- Third party evaluation of curriculum
- Impact evaluation planned

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