



THE CENTER FOR
**EXCELLENCE
& ADVOCACY**

FEDCAP

Practice Improvement Institute
Business Development Series Part IV:
Expanding Business to Business Partnerships
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Practice Improvement Institute Faculty: Business Development Series



Lorrie Lutz
Fedcap's Chief
Strategy Officer



Serena Powell
Fedcap's Sr. Vice
President for the New
England Region
Executive Director
Community Work
Services



Mark Lore
Fedcap's Sr. Vice President
Business/Economic
Development



Business Development Series Description

- Part I: The Business Development Process-
Understanding High Growth Sectors
- Part II: The Time is Now! *Turning a*
conversation with a business into a job!
- Part III: The Ongoing Relationship Between
Business Developers and Business
- Part IV: Expanding the Possibilities– *Creation of*
Long Term Business to Business
Partnerships
- Part V: Business Developer Roundtable Discussion –
Plus a Conversation with Human Resource Managers



Part IV Overview

During this module we will discuss the difference between finding a single job for a participant and developing a thriving partnership with business.

Preparing to Be A Leader in an Emerging Environment

Consider What You Want to Be

- **Low Price/Low Quality** – Not a “fun” way to love what you do because often clients are upset. These companies go away the minute someone can undercut your price or provide a little better service for the same price. Very low margin business overall.
- **Low Price/High Quality** – Does not exist in life. Companies that provide this usually have profitability issues because high quality costs money.
- **High Price/Low Quality** – No one should pay a lot for bad quality. For years Jaguar cars represented this and ultimately, if they had not been bought out multiple times, they would not exist today.
- **High Price/High Quality** – In my experience the companies that provide a high quality service and charge a fair price for it, are the companies that grow and thrive. Also, it is a lot more rewarding to do a good job and get paid fairly for it, than any other option on this continuum.



From a Single Job to a Long-Term Business Partnership

- One job is a great start but we are not done.
- Ultimately our goal is to engage business in the larger picture --to fully embrace socially responsible business strategies including using our “system” as a staffing entity.
- The process is as follows:
 - Following several successful placements....
 - It makes sense to go back and tell them they can get viable entry level employees for specific jobs
 - Can save HR recruitment costs because we screen, we train and we support
 - For example...a business with many stores—we may say ...”give us dishwashers...we can fill all of those jobs..”
 - Then if we can create career ladders such as prep cook, bussers, bakery (front end staff) we can backfill the dishwashing positions.



Long Term Goal

- We become their staffing source for **multiple** positions.
- This will only will occur when they see us as:
 - A group that knows **their** business
 - A group that understands their staffing needs
 - A group that is reliable and do what we say we are going to do
 - A group that provides tremendous customer service and responsive follow up
 - A group that has consistent and frequent communication
 - A group that advances their bottom line



So if we are successful...

Business Case Example

- Catering Business—East Meets West Catering
- Placed individuals—and the business saw what our folks could do
- We started having conversations about them having interns



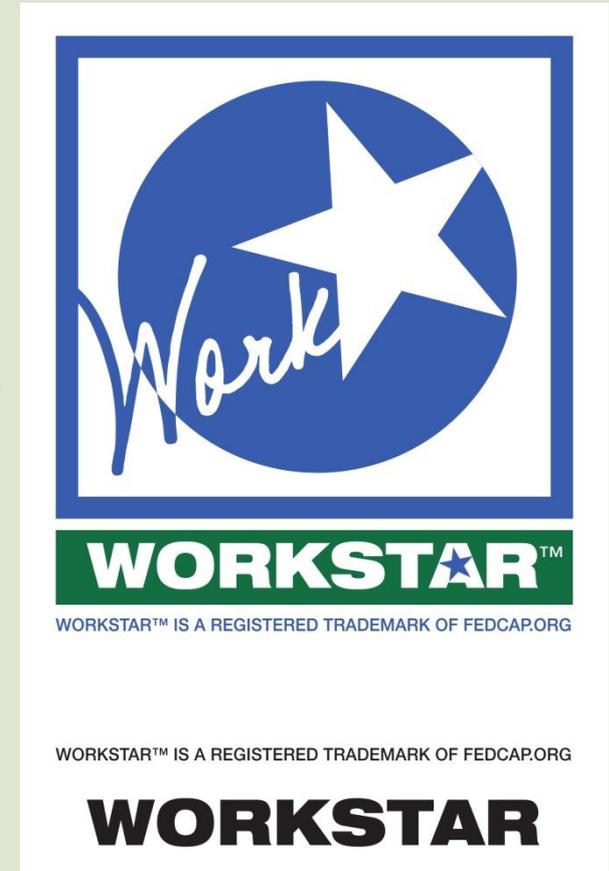
Measurable Goals for the Business Developer and the Entire Team

- Number of people placed
- Number of hours worked
- Average wage per hour
- Number of New Jobs/New companies
- Number of additional jobs from existing clients,



Going back to the Motivators

- The WorkStar™ Award
 - Similar to EnergyStar—this award designates a business as being a leader, going over and above in employing people with barriers
 - Purpose is to honor businesses and raise the profile of this kind of endeavor
 - As part of the team of Business Developers –we will look to you for nominees
 - % of workforce
 - Longevity in hiring people with barriers
 - Highest pay



Business Developer Roundtable Discussions

- DATE: April 23rd 2014
- Location: CEA
- Time: 9:00-3:00
- Lunch Provided
- Afternoon session with HR representatives from select businesses in the state

