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**EXCELLENCE
& ADVOCACY**

FEDCAP

Practice Improvement Institute
Business Development Series Part I:
Understanding High Growth Sectors
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Practice Improvement Institute Faculty: Business Development Series



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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 I: Overview

- During this module we will provide an overview of the business development process, discuss the concept of high growth sectors, what this means for people who needs jobs, how it influences training and long term career paths.
- We will also discuss the importance of understanding the sector-based approach to business development, as we work to build a pool of jobs for people with developmental/intellectual disabilities in Rhode Island.



Understanding the Labor Market

- Job openings result from the need to replace workers who leave and the new position due to business expansion.
- Between 2010-2020 it is estimated that employers will need to find workers to fill over 170,000 job openings in Rhode Island.
- The overall trend, according to McKinsey Global Institute, *Harvard Business Reviews for business* to look for very specific skills – (especially in) “lower level” jobs.
- The skills gap is of special concern for industries with the highest projected rates of job growth.
- If they cannot find people with the right skills, businesses prefer to do the training themselves .
 - Our approach has to be to aligned with business, understand their staffing needs, build effective sector based training so that businesses see us as the provider of their “ideal”-- trained candidate



Analysis: High Growth Sectors

- **High Growth Sectors** where there is the potential for a high degree of success for individuals with developmental/intellectual disabilities.
 - Food Service/Restaurant
 - Cashier
 - Dishwashing
 - Busing tables /filling water/bread baskets
 - Prep Cook
 - Janitorial/Facilities Management
 - Hospitality
 - Housekeeping
 - Front Desk Support
 - Retail/Stocking
 - Warehouse
 - Shelf stocking
 - Dressing room
 - Cashier
 - Light manufacturing
 - Construction



Rhode Island High Growth Sectors with Entry Level Jobs

Occupation	2010	2020	Net Change	% Change	Growth	Replace
Food Preparation & Serving	43,673	49,422	5,749	13.2%	5,759	16,946
Building & Grounds: Cleaning & Maintenance	17,941	19,439	1,498	8.3%	1,541	3,229
Personal Care & Service	17,581	20,654	3,073	17.5%	3,076	4,151
Retail, Sales & Related	48,505	53,617	5,112	10.5%	5,232	15,001
Office and Administrative Support	79,181	84,280	5,099	6.4%	6,080	17,015
Construction & Extraction	18,541	21,295	2,754	14.9%	2,755	4,115
Installation, Maintenance, & Repair	16,894	18,364	1,470	8.7%	1,544	3,804
Production, Warehouse Lite Manufacturing	30,221	31,191	970	3.2%	1,697	5,830



Sector-Based Approach

- A sector-based approach to business development involves understanding the growth projections and accompanying staffing needs of a particular industry and building a trained workforce to meet those demands.
- The purpose of a sector-based approach to workforce development is to improve the job prospects or quality of jobs for entry level workers—while at the same time meeting business needs.

“After 40 years of trial and error, sector-based economic development and workforce training has proven to be the only kind of effort that has consistently achieved strong and positive results.”

Gary Walker
Past President of
Public/Private Ventures.



Sector Based Strategies

- Sector-based strategies bring businesses and other stakeholders together – including economic developers, community colleges, local governments and workforce trainers – to ensure a pipeline of job-ready workers.
- **Together** they develop training curriculums that focus on the skill sets and technologies needed for particular jobs within specific sectors.
- Tailoring the training increases the speed and reduces the costs of producing ready and reliable employees.
- It means that those trained “hit the ground running” with very specific skills.

“Sector strategies are among the few workforce interventions that statistically demonstrate improved employment opportunities and wages for individuals with barriers and increased competitiveness of business.”

Dissection of Market Sectors

- Critical to understand how each employer within each sector functions
 - Understanding the business operation increases possibilities of success
 - Case Example-Restaurant: We knew that they had not only the standard dishwashing –but they had a position called “Salad Prep”— knowing this and believing we can fill it helped us)
 - Case Example—Office Services: when we went in to talk to them we thought that the original job was warehousing.
 - Saw large garbage bags—of ABS client information that was being shredded.
 - Realized that consumers could do this job and grow a career from there.
 - The first visit is about engaging the business and developing the relationship



Understanding Your Role As A Business Developer

- Remember that when talking to a business we need to understand the individual “hook”
 - Pay attention to their motivation—find out what makes them tick.
 - For some...it is as basic as “what you doing for me?”
 - For others.... It is community recognition
 - For others... it is actually making a difference in the life of someone
 - For others...it is part of their company’s culture and strategic plan
 - Being able to read people is the most crucial part of the relationship building



Understanding Your Role (2)

- When talking to the business –a good business developer is exploring how participants (generally) might fit into these environments.
 - This is not a participant specific exploration –it is just imagining within the environment if there are opportunities....
 - We are not “promoting” the skills of specific participants (like a staffing agency) we are promoting:
 - The excellence of our support
 - The benefit of being part of a community initiative
 - The benefit of practicing socially responsible outsourcing
 - Our **cohesive team effort**
 - We are selling the smart, planful integration of economic and workforce development

