

Executive Summary

Apprenticeship Business Engagement Tools Webinar

10/04/2018

Moderator(s): [Gina Wells](#)

Speaker(s): [Gerry Ghazi](#), [Sonya Grant](#), & [Bill Kraus](#)

This webinar is designed to assist participants in developing and improving their outreach strategies and ability to work with employers to expand the use of apprenticeship as a workforce solution using the three [Apprenticeship Business Engagement Tools](#). Participants of the webinar will receive an overview of the tools and explore how the skills will address common business engagement challenges.

The webinar will cover:

- Key mindsets for successful business engagement;
- How to identify businesses with pain points that apprenticeship can address;
- How to translate “apprenticeship-speak” into familiar business language;
- Strategies to help you get from conversation to commitment; and
- What common challenges do business services staff encounter and how will the use of these tools assist them.

[Gerry Ghazi](#) of the Institute for American Apprenticeships at Vermont HITEC, [Sonya Grant](#) of South East Michigan Community Alliance, and [Bill Kraus](#) of the Georgia Office of Apprenticeship all share the common experience of working within their respective regions leading business engagement teams, working to identify local and regional business needs, and linking resources together to support apprenticeship development.

Run of Show

Overview of Today's Objectives	1:27
Introduction to the Three New Tools <ul style="list-style-type: none">• Resource Guide: A Targeted Approach to Apprenticeship Business Engagement• Talking to Businesses About Apprenticeship• Apprenticeship Business Engagement Strategies in Action	2:52
Why Does Effective Business Engagement Matter?	5:48
What is an “Apprenticeship Mindset” and How Can it Help?	8:35
Phase 1: Research and Preparation <ul style="list-style-type: none">• Recognize Business Challenges• Use Research to Identify Businesses• Know the Benefits of Apprenticeship	12:38
Phase 2: Building Relationships <ul style="list-style-type: none">• Communicate Effectively• Relate Registered Apprenticeships• Speak Their Language• Follow-Up• Build Trust by Adding Value	25:14
Phase 3: Getting to Commitment <ul style="list-style-type: none">• Address Concerns – Real or Myths	45:28
Questions & Answers	53:50