LEVERAGING BUSINESS SERVICES
Arkansas Division of Workforce Services
OUR MISSION

We empower organizations and communities through strategic partnerships and informed solutions that create positive, sustainable change.

OUR VISION

A world that thinks strategically, works collaboratively, and acts sustainably.

OUR VALUES

High Quality // Collaboration // Entrepreneurship // Community Impact // Team // Ethics
OUR AREAS OF EXPERTISE

WORKFORCE DEVELOPMENT
- (aligning the talent development ecosystem to build a demand-driven talent pipeline)

EVALUATION
- (partnering with you to measure program impact)

ECONOMIC DEVELOPMENT & COMMUNITY RESILIENCY
- (targeted strategies to build strong, resilient communities)

TAILORED SERVICES

RESEARCH

PLANNING

IMPLEMENTATION

RESOURCE DEVELOPMENT

MARKETING

EVALUATION
TRAINING AND COACHING STRATEGIES:

- TPMA will provide regional Training Workshops focused on consultative selling, engaging with business, and selling WBLPs and apprenticeship expansion opportunities
- TPMA will provide on-site support to BSR staff to educate, coach and support BSR’s employer engagement efforts
- Provide hands-on direct employer interaction in partnership with BSRs
What does “Demand-driven Approach” mean to you?

What role(s) have you given to your Business Services Team?
WHAT IS DEMAND DRIVEN?

- Improved communication between workforce system and economic developers
- Utilizing real-time labor market intelligence
- Development of sector strategies
- Effective and high-quality engagement of businesses
A DEMAND-DRIVEN SYSTEM
CONNECTING SUPPLY AND DEMAND

BUSINESS NEEDS:
- Relationships with business
- Specific company needs
- Industry skill needs, hiring trends, etc.

TALENT POOL:
- Skills available in current talent pool
- Career guidance to jobseekers and students
- Training investments

(DEMAND for TALENT) ➞ (SUPPLY of TALENT)

FEEDBACK LOOP
WHAT A BUSINESS WANTS

- Central Point of Contact
- Unified Voice
- Responsive & Timely
- Customized Solutions
- Industry Knowledge

- Consistent Contact
- Assistance Navigating the Process
- Knowledge of All Available Services
- Trust
You are PROBLEM SOLVERS and SOLUTIONS MANAGERS

• Cater to the customer
• Gain a greater understanding of the customers’ needs
• Think about the connections you have and how you can appropriately respond to a service need
FOUR ROLES OF BUSINESS SERVICES

1. Business Consultant (workforce intelligence)- develop industry competence, monitor trade association websites, attend business conferences

2. Business Champion (representative of business)- represent business internally, promote industries and careers, display investment by industry

3. Business Connector (workforce system access)- partner with whole workforce system, support/ build local trade associations

4. Business Service Provider (representative to business)- different category names include information services, skills development, business development, retention support

WorkforceGPS – Greg Newton Associates
ACTIVITY:
Four Roles of Business Services
FINAL THOUGHTS
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THANK YOU!