Business Services Endorsement

Competency Areas

B1. Linkages and Promotion of the Workforce System: Demonstrates knowledge of the language businesses and industries speak, and acts as a communication link between businesses and their needs and the workforce development system and its services. Identifies workforce solutions from a business perspective. Identifies what businesses need and acts in the appropriate way to serve the customer. Demonstrates the ability to market the supply of workforce in the context of existing demand and develop a talent pipeline management approach to business relationships. Demonstrates the ability to interpret and communicate Return on Investment (ROI) for businesses to partner with the workforce system.

B2. Business Engagement and Interaction: Serves businesses of all sizes, builds long-term relationships, and maintains contact with them to meet emerging and changing needs. Makes use of presentations to single businesses or large groups, in order to teach, inform, or persuade. Develops services to businesses based on the resources available. Demonstrates the ability to provide consultation and support to businesses with an emphasis on identifying and understanding business’ current and future workforce needs. Interprets new and existing laws (e.g., ADA, EEO, WIOA) that businesses have to know and connects employers to customized services under those laws.

B3. Engagement with Economic Development: Demonstrates a working knowledge of the three functions of economic development – retaining businesses, growing businesses, and attracting businesses – and relates how workforce development can support these functions. Builds the connection between economic development and workforce development. Relates to businesses using workforce knowledge and expertise to facilitate long-term partnerships. Develops an understanding of the role of economic development in recruiting, retaining, and supporting business growth.

B4. Talent Pipeline Development: Identifies the training needs of business, including those for initial positions and those for career ladder opportunities. Demonstrates knowledge of the skills of the area’s labor pool and interprets whether the business will be able to find the skilled workers it needs. Demonstrates knowledge of what businesses need and identifies gaps in the workforce. Demonstrates use of that knowledge to train and develop the workforce. Uses the knowledge of industry sector partnerships and career pathways to manage and develop talent for businesses and potential job seekers.