



# Navigating Workforce and Talent Strategies

Talent and workforce are arguably the hottest topics in economic development today. A number of factors are making old ways of dealing with workforce and talent invalid:

- An increase in the availability and transparency of information
- A large cohort of 1099 workers
- An increase in automation
- Expanding capital options
- Workers who now place a higher value on quality of life

Coupled with decreasing unemployment over the last few years, these factors are heavily influencing site selection decisions. To be competitive, regions must have the talent. So how do you retain, develop, and attract the talent to keep your economies strong?

***Talent  
Retention  
Development  
Attraction  
Automation***

*Talent shortages is an issue being faced by many of the nation's communities. However, just half of the clients we surveyed over the past year have implemented, or are developing, talent recruitment and retention strategies.*

**Civilian unemployment rate, seasonally adjusted**



## THE CHALLENGE

The challenge for economic development organizations (EDOs) is to support their businesses by helping to retain, develop, and attract talent. In doing so, EDOs must also position their talent base to be attractive to new businesses.

The strategies that EDOs engage must be based on both qualitative and quantitative research. The strategies must align the demands of the business community, the supply of potential talent, and the resources to connect the two.

EDOs must also develop strategies with good metrics to ensure that the progress is measurable and delivers the desired impact for the business community.

As companies are placing a high degree of importance on the availability of talent, the competitiveness of an area will depend on getting this right.

## So how do you do it?



## THE SOLUTION

We have created a four-prong approach to meeting the challenges faced by economic development organizations like yours.

### FRAMING THE ISSUES



We will start by providing a framework to understand the talent issues being faced in your market.

### TACTICS EMPLOYED



We can explain the tactics that are used within talent and workforce development programming that align with the specific issues faced in your market.

### DATA FOR DECISION MAKING

We will conduct research on your operating market to determine what is currently being done, its effectiveness, and how it aligns with your organization.



### ROADMAP FOR PARTICIPATION

We will establish criteria specific to you for responding to requests for support. Or, we can design talent strategies that work best for you.



## Ady Advantage

*Janet Ady, President and CEO of Ady Advantage, has worked with over 300 economic development organizations to grow their economies. The Ady team are experts at conducting root cause analysis for workforce issues, as well as developing and executing strategies for retaining, developing, and attracting talent. In addition, Ady Advantage has worked with numerous businesses to develop automation strategies to meet productivity demands.*



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## BLANE CANADA LTD.

*Joe Raso, President of Blane Canada, has more than three decades of experience as CEO and executive leadership with rural and metropolitan economic development, chambers of commerce, and Main Street organizations. In these capacities, he has developed the nation's first analytical tool aimed at demand-driven workforce development from the perspective of human resource executives - known as Synchronist Talent.*



### Joe Raso

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Ady Advantage and Blane Canada have come together to provide support to economic development organizations across the country on issues related to talent. Together, they are able to help EDOs, businesses, utilities, and other organizations accurately assess their talent picture and develop and execute strategies that set them up for successful futures. **For more information on how your organization can best participate in talent strategies or for assistance in developing strategies, contact Janet or Joe.**