



**Colorado Business Development Services Initiative  
July 12 2012  
Presentation to Colorado Workforce Development  
Council**

**Purpose Statement**

**Briefing to CWDC on Business  
Development Services Initiative**

**Engagement of the CWDC**



## Colorado Business Development Services Vision and Mission

- ***Our vision*** is to provide seamless access to business development services for all Colorado employers that produces positive economic returns for businesses, industries and all of our communities.
- ***Our mission*** is to create an integrated system that responds rapidly to Colorado employer needs through ease of use in technology and services and results in ready access to a skilled and competitive workforce.



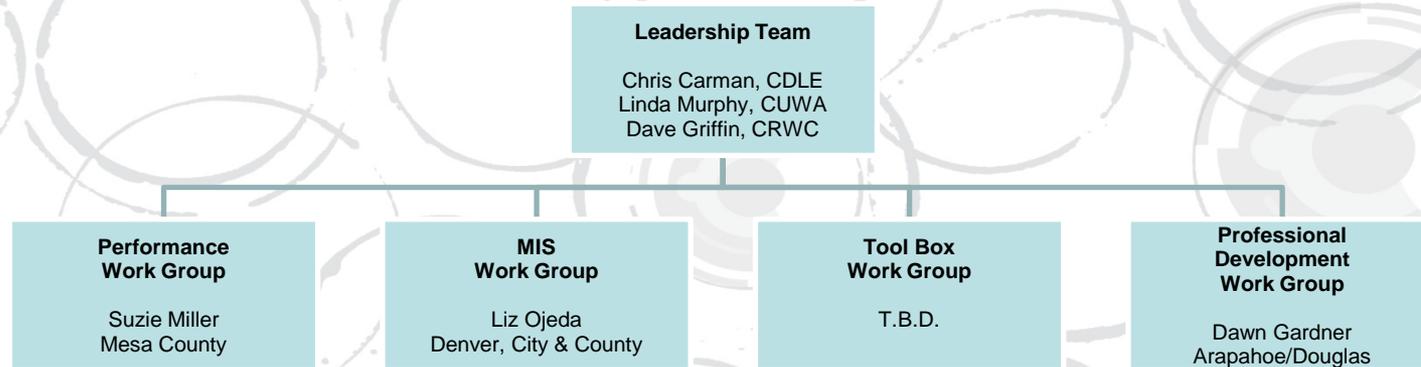
# History

Variance in the delivery of services was identified as a barrier and adds to the cumbersome feel as we attempt to meet the needs of our business customer. At the Directors' request a statewide business development services initiative was established.

The Initiative formed four committees to improve and standardize the delivery of high quality services to business.



# Colorado Business Development Services Leadership Structure





# *Taking Care of Business Summit*

## *April 2012*

- Purpose: Together we will strengthen our Statewide Business Development System through learning and sharing at this important summit.
- Summit Participation
- State program overview
- Regional Panel Discussions
- Further Topics Presented also included “Growing Businesses-Growing Jobs,” “WY-CO Workforce Partnership” and “Workforce Intelligence Data and Services.”



# Summit Outcomes

- Aligning with the six core objectives identified in the Colorado Blueprint.
- Comprehensive series of best practices and panel discussions
- Action Plan: driving Business Development efforts for the next year



# Colorado Business Development Services Action Plan

## GOAL 1: Drive Creative & Innovative Approaches to Meet Employer Needs

(Aligns with Blueprint Core Objectives 1,2,4,5)

- Objective 1: Expand solutions & services
  - Action: Develop and implement common template for Industry Profiles, Workforce Intelligence
  - Action: Create a matrix of who has what in their Tool Box for Business
- Objective 2: Establish & align the process & procedures for BDRs to operate effectively in a demand driven workforce system
  - Action: Secure buy-in from CDLE, CWDC Leadership to support changes deemed most critical by BDRs
  - Action: Develop Code of Ethics and Rules of Engagement for aligning BDS across the state



# Colorado Business Development Services Action Plan

## Goal 2: Maximize Business & Industry Awareness & Utilization of the Workforce System

(Aligns with Colorado Blueprint Objectives 1,2,4)

- Objective 1: Create an ROI process for BDS
- Objective 2: Expand & retain local regional business partnerships

Action: Identify multi-regional partnerships to develop collaborative recruitment model

- Objective 3: Collaborate with CDLE & CWDC on statewide marketing plan as it relates to BDS
- Objective 4: Identify standards and metrics to demonstrate maximization & utilization by employers



# Colorado Business Development Services Action Plan

## Goal 3: Establish on-going Professional Development Trainings for BDRs

- Objective 1: Prioritize & develop timeline for rolling out trainings statewide
- Objective 2: Ensure full utilization of Connecting Colorado
- Objective 3: Create & roll out “Getting Ready for Primetime” training

Action: Deliver training on broad range of topics including Business to Business Account Management, Building Strategic Business Relationships, Sales and Marketing, Business Language, etc.



## Progress/Successes to Date

- Summit held
- Action Plan developed
- Workgroups created and tasks assigned
- BDR convene monthly virtual meetings
- Cross regional contact and collaboration increased
- Cross regional business service communication increased
- Overall services to businesses improved statewide



# What the Initiative Needs From the CWDC

- What resources can the Council provide?
- How do you envision advocating for this initiative?
- How can the Council provide connections to local businesses and community organizations?



# Business Development Services Lead Contact Info.

Chris Carman, Colorado Department of Labor and  
Employment

- [Chris.Carman@state.co.us](mailto:Chris.Carman@state.co.us)
- (303) 318-8825

Linda Murphy, Colorado Urban Workforce Association

- [LMurphy@co.arapahoe.co.us](mailto:LMurphy@co.arapahoe.co.us)
- (303) 636-1279

David Griffin, Colorado Rural Workforce Consortium

- [David.Griffin@state.co.us](mailto:David.Griffin@state.co.us)
- (303) 503-2739