



Tips for Engaging Business During Economic Recovery

The public workforce system helps businesses recruit, hire, train, and retain a skilled workforce. Business services professionals play a key role in conducting outreach to businesses, understanding their workforce challenges, and determining possible supports that the workforce system can provide.

This resource provides quick tips on how to effectively approach business engagement during a time of economic recovery.

Reach out – but don't overwhelm

Reach out to business customers to assess impact and offer assistance during the economic crisis. Continue to build the relationship with your employers during this time but do so with care to support rather than overwhelm them.

Share targeted resources that can help

Provide information about available resources and opportunities that business customers. Offer targeted resources that are most useful for each employer so their companies can remain viable and retain workers.

Help businesses help their employees

Understand that employers are not only concerned about the viability of their business, but also the impact on their employees. Offer assistance and resources that can help support employees, such as: work-based learning opportunities like on-the-job training or apprenticeship programs.

Look for opportunities

Even during the economic impact of COVID-19, some industries and businesses are hiring. Utilize labor market information to find out who is currently hiring and engage new employers who have urgent workforce needs. Identify skill overlaps between hard hit and high-demand sectors so laid-off workers can be quickly placed with your business customers.

Use social media

Make the most of the different social media platforms to provide relevant updates and keep business consumers informed about available resources. For employers that are overwhelmed during this time, the strategic use of social media can be a good way to communicate and help them stay up to date.



Know the recovery plan

Keep informed about the economic recovery plan for your state, region, and/or local area. These plans will provide important context as you work with your business customers to remain viable and eventually begin to grow their business as the economy recovers.

Be efficient

Recognize that recovering businesses have limited time so strive to be brief, yet comprehensive, when interacting. For example, instead of what might have been a 60-minute in-person meeting, schedule a 20-minute virtual meeting. Send all information beforehand attached to a well-written email.

Work with trade associations and chambers of commerce

Membership in these organizations often goes up during economic recovery because employers are focused on business development. Ensure that state and regional associations are well-informed of the available services of the public workforce system. Agencies can share information through their communication channels.

Promote affected sectors

During economic recovery, affected employers are hyper-focused on business development. Help shine the spotlight through newsletters and social media by providing labor market trends in the affected sectors.

Coordinate outreach

Especially during these times, a coordinated approach across workforce development, economic development, colleges, small business development centers, and other relevant partners is critically important. Work with these partners to share information and coordinate contact and offerings to businesses, which will reduce the number of individuals and organizations reaching out to them.