

Self-assessment: Business Engagement Behaviors & Activities

<i>Reflect on each statement below and check the appropriate box as it relates to your current business engagement behaviors and activities.</i>		AGREE	DISAGREE	NOT SURE
1	Most of my business customers are disengaged and are not giving me the buy-in I need to move my agenda forward.			
2	Most of my interactions with businesses are compliance-driven.			
3	I have organized my list of business prospects so that they align with my engagement/outreach strategies.			
4	I agree that to build trust and credibility with current/potential customers, I need to reduce my expectations when meeting with them even if that means walking away without checking any items off my agenda.			
5	I make a concerted effort to increase my interactions with businesses to be a community resource, even if they've communicated that they don't have a current need for any of my specific services or programs.			
6	If I want my business customers to respond to me differently, then I must change my approach and engagement strategies.			
7	I have taken an inventory of my existing business relationships to reflect what I need to do to build a trust-worthy relationship.			
8	I believe that businesses are more motivated to partner with workforce, education, and/or economic development organizations that understand market-driven principles to ensure the resources they're expending are minimized and used strategically.			
9	I examine data so that I can share insights with my business customers about their sector.			
10	I measure what is important to my business customer regardless if my funding stream requires it.			
11	After I meet with a current/potential business customer, I believe that I have shared benefits that are valuable to their organization and in support of their overall business goals.			
12	By using probing questions, I can successfully uncover challenges my business customers are experiencing; this allows me to proactively provide solutions that my regional partners can deliver effectively.			
13	I make an effort to speak the language of business by communicating value propositions as opposed to program features.			
14	When I approach new business customers, I craft an opening statement that includes some fact(s) and observation as to how my organization's mission aligns with something that is of value to their company or sector.			
15	I make a point of building more than one professional relationship within any given organization.			
16	I can articulate my customers' current business goals and what they want to achieve in the next one to three years.			
17	My actions communicate that I understand my business customers' current issues and that I'm committed to find solutions to help solve their problems, even if that means partnering with other organizations.			
18	I am actively engaged with my education partners to support our region's sector strategies.			
19	I measure how many referrals I provide to partner organizations to meet, and anticipate, the needs of potential business customers.			
20	I regularly network with businesses at association meetings, chamber events and/or at other employer gatherings to make new contacts.			
<p><i>I partner with the following organizations to expand my reach and to maximize my engagement efforts. Check all that apply:</i></p> <p><input type="checkbox"/> Workforce Development Board <input type="checkbox"/> Community College <input type="checkbox"/> American Job Center <input type="checkbox"/> K-12 <input type="checkbox"/> Adult Education <input type="checkbox"/> Local Banks <input type="checkbox"/> SBDC <input type="checkbox"/> Vocational Rehabilitation</p> <p><input type="checkbox"/> Economic Development <input type="checkbox"/> State or Regional Apprenticeship Agency <input type="checkbox"/> Chamber of Commerce <input type="checkbox"/> Other Business-facing Organization</p>				