

Business Services

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The Big Picture



Business Retention and Expansion are Key to Economic Health

Sometimes economic development is seen as the mechanism for attracting new businesses to the area and creating lots of high-paying new jobs. Indeed it's one of economic development's key objectives, but it's not the only one.

Like any business enterprise, economic development's first concern is with the prosperity of the existing businesses in the region, which translates to the community's overall economic health.

Which is why the

Service Spotlight

What is a Keynote Speaker? You'll Know September 21



Heather Terenzio has powerful people stories to tell. One of them is her own.

Terenzio, co-founder and CEO of Boulder-based Tectonic Group, has an amazing business success story that's based on contributions to the lives of others. It's that sort of other-centric focus that makes for a compelling keynote speech.

On **September 21**, Terenzio will share experiences and insights with attendees at "**Building a Purposeful Workforce**," the 34th Annual Workforce Symposium, at the Lincoln Center in Fort Collins. The keynote address will be part of an exciting day of learning and networking. For only \$39 attendees will enjoy amazing breakout sessions, inspiring speakers – and even breakfast and lunch!

This year's Symposium themes are skills-based hiring, purpose-driven workplaces and work-based learning. Our promise is that every session will deliver key takeaways in the form of lessons, samples and templates that will strengthen and grow your organization.

This incredible learning day is made possible by generous sponsors who also will share their expertise:

- Skillful
- Columbine Health Systems
- Tolmar
- City of Fort Collins

This year's event will shift its focus toward hands-on, workshop-style breakout sessions and more networking opportunities among attendees.

Elizabeth Garner of the Colorado State Demography Office starts the day with a General Session address that looks at the trending the state and our region can expect in the coming years.

Register now for this opportunity to exchange ideas with your peers in thought leadership.

innovative **Business Retention and Expansion (BR&E)** team has formed, with Larimer County Economic and Workforce Development (LCEWD) in a pivotal coordinating role. It's innovative in that partners from across the region, regardless of jurisdictional boundaries, are collaborating in BR&E efforts. Our BR&E team is comprised of entities such as area Chambers of Commerce, Economic Development Departments and municipal governments, both county and city.

This spirit of collaboration doesn't necessarily or commonly prevail in many metro areas. Some metro areas see intense competition among cities who, in some cases, even share streets as their boundaries.

That isn't the way northern Colorado views its opportunities and challenges. The BR&E team pools information to serve the best interests of its employers as well as the broad community. A good example of collaboration is our long-standing WY-CO Partnership in which counties ranging from Cheyenne to Boulder and from Larimer to Weld host hiring events to facilitate connection between area employers and job seekers.

With the increasing challenges we face in the region, intergovernmental and public/private partnerships aren't just "nice" to do ... they simply make great business sense.

Business Insights

Elevate Training, a 1-Stop Shop for All Workforce Training Needs



Intentional or not, change is inevitable in every business enterprise. Elevate Training is no exception to that rule.

Our leadership and workforce development program has established a foundation and reputation through conducting training workshops for employers across Larimer County. Now Elevate is preparing to play a pivotal new role that grows beyond "event marketing."

Elevate Training is expanding to offer workforce training opportunities in 3 ways:

1. **Provider** Essential foundation topics in recruiting, hiring, onboarding and developing employees based on skills and competencies, with instruction provided by Larimer Economic and Workforce Development. Coursework will be offered on a scheduled basis or at times and locations convenient for area employers.
2. **Broker** Elevate Faculty members are northern Colorado's premier training consultants. These experts provide professional development and employee engagement training for existing and aspiring leaders. This training, coordinated by Elevate, is for leaders striving to inspire peak employee satisfaction and productivity.
3. **Concierge** Leveraging a vast network of community partners for specialized training needs, certifications and other post-secondary middle skills programs. Elevate's referral network will include training partners like Larimer County's Small Business Development Center.

Elevate's goal is to be the one-stop solution-finder for all employers with workforce training needs, no matter what those needs may be.

For more information on Elevate, please contact **Mike Kohler** at **970.498.6658** or mkohler@larimer.org.

Elevate Your Workforce

Social Media Over-Efficient? Face-to-Face is

If you're an employer who would like to share your challenges and ideas with the BR&E team, we are more than glad to help. Call me directly at **970-498-6641** or drop me a note at acrowe@larimer.org.



Best for Employee Teams



Social media tools can make a big difference in an organization's internal communication efforts. For immediacy and accessibility, they're hard to beat.

But research shows that in-person all-employee meetings, no matter what size of organization, still rank highest for effectiveness and true connection with employee groups.

Some organizations may resist all-employee meetings for several misguided reasons:

- Inability to get everyone there due to timing or space.
- Awkwardness by senior leadership in conducting them.
- Lost productivity from time away from work.

Fortunately, there's a formula that helps to ensure success of all-employee meetings. This formula is one of the tools shared in the Skill Works Onboarding and Retention training workshop.

The recipe is incredibly simple and calls for 4 ingredients, in this order:

1. The Balcony View - a "big picture" overview from the figurehead leader.
2. Recognition and Stories - shout-outs for contributions and storytelling about successes, challenges and even good customer/bad customer tales.
3. BRAINSTORMING - business problems presented in open forum for employees to share their ideas.
4. FUN! – informal, social interaction, preferably with food and beverages – but no alcohol!

The power of #1 is too often overlooked, especially in organizations with introverted leaders who are not comfortable with public speaking. That barrier must be overcome. Leaders must recognize the great impact their voices – literally – and words have on their employees.

To exchange ideas about team communication and other Skill Works employee retention topics, contact Elevate Training Coordinator **Mike Kohler** at (970) 498-6658 or mkohler@larimer.org.

Upcoming Events

Training and Hiring Events – Learn more at our [Business Services Page](#).

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|---------|--|--------------|
| July 10 | Skills Based Hiring | Fort Collins |
| July 10 | Social Media Basics and Strategy | Larimer SBDC |

July 11	Steps to Starting Your Own Business	Larimer SBDC
July 12	Make It Official: Business Registration	Larimer SBDC
July 24	Employee Onboarding & Retention	Fort Collins
July 24	Protecting Your Creativity	Larimer SBDC
August 15	Transform Your Org with Purpose	Fort Collins
August 21	Skills Based Recruit & Hiring	Fort Collins
August 28	Employee Onboarding & Retention	Fort Collins
Sept. 21	Workforce Symposium	Fort Collins

Our Strategic Partners



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