



2022 Regions IV-VIII Virtual Meeting “CREATE” Session Template

Acknowledging our Common Challenges and Identifying our Shared Opportunities:¹

What are the strengths, weaknesses, opportunities, and threats we face in connecting customers to in-demand jobs today?

INTERNAL		EXTERNAL	
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • <i>What do we do well with respect to connecting customers to jobs? Or building employer partnerships?</i> • <i>What are some of our helpful staff knowledge and skills?</i> • <i>What tangible or technological resources do we have to help?</i> 	<ul style="list-style-type: none"> • <i>Where do we struggle when connecting customers to jobs or building employer partnerships?</i> • <i>What staff skills or knowledge are we lacking?</i> • <i>What tangible or technological resources do we need?</i> 	<ul style="list-style-type: none"> • <i>What are some emerging economic or employment trends that may pose opportunities?</i> • <i>Are there community resources we could better leverage or engage?</i> • <i>What kind of messaging may resonate best with potential employer partners?</i> 	<ul style="list-style-type: none"> • <i>Are potential employer partners nearby and are they interested in engaging?</i> • <i>Are there concerns or reluctance from customers to engage in the job market?</i> • <i>Are there legal or regulatory barriers to connecting customers to jobs today?</i>
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

¹ This template will be used during a brainstorming “create” session among peer programs during the regional meeting. Participants do not need to complete it in advance nor is there any other pre-work relating to it. Programs will complete this template together during the meeting with the support of a moderator/note-taker. It is being shared in advance for participants’ awareness only and for those interested in jotting down their own takeaways during the session and/or those who are joining by phone.



(If Time Permits) Exploring a New Business Opportunity

Reflecting on the strengths, weaknesses, opportunities, and threats noted in the previous session, let's apply these considerations to a hypothetical scenario. A new business is opening near your tribal community and your team is interested in building a partnership with this employer to support TANF customer job opportunities. Let's jot down some ideas about how you may reach out:

<p><i>What information may you want to gather before you reach out?</i></p> <ul style="list-style-type: none"> <i>When responding consider what external opportunities or threats you should be aware of.</i> 	<ul style="list-style-type: none"> • • • •
<p><i>How may you pitch the opportunity to the new business?</i></p> <ul style="list-style-type: none"> <i>When responding consider what internal strengths or external opportunities you may want to note.</i> 	<ul style="list-style-type: none"> • • • •
<p><i>What are some key elements of the partnership that you would like to establish (i.e., who would do what and how)?</i></p> <ul style="list-style-type: none"> <i>When responding consider your internal strengths as well as external opportunities of (and for) the new business.</i> 	<ul style="list-style-type: none"> • • • •