COURSE CONTENT & SEQUENCE OUTLINE

Course work is divided into 4 sessions. Each 2 day session builds on the previous session leading the learner to acquiring the knowledge and skills necessary for doing fieldwork. During fieldwork, trainees are able to apply their knowledge and skills under the guidance of the Field Coordinator to gain the experience needed to demonstrate the competencies of a certified BSP. It is expected that all trainees who are practitioners, that is they are part of a MWA or work as a local economic developer, will do fieldwork. Course work prepares the non practitioners in the class to make policy and planning decisions about integrating the demand driven approach into their agencies. Non practitioners include: board members/DLEG & MEDC staff/agency manager/supervisors. The class allows policy makers, practitioners, and managers to speak the same language.

During each session, trainees will increase their knowledge of the BSP approach. Lessons will focus on increasing their understanding of the challenges facing businesses, their knowledge and use of available assets, and their skill in applying the method. The sessions are interactive. Students learn the concepts through application: learning exercises, case studies, simulations, demonstrations, and discussion. Presentations include Q&A with visuals. The interaction between participants leads to networking that continues beyond the class sessions. Through class contact, participants acquire a greater knowledge of available assets and how they can be used in innovative ways to meet business demands.

Guest presenters and resource providers add to the sessions. Seating is assigned each session to increase the networking opportunities and the varied perspectives from various agencies.

PRE SESSION 1
Prior to first day of training, participants receive following:

- Confirmation of attendance
- General information about the training
- Hotel registration information

- Pre course needs assessment: the assessment is distributed and collected via email; this provides a sense of the group; the assessment is not used at an individual level.

Session 1
The content and sequence is designed to:

- *Build comfort with the learning environment*
- *Inform participants of course content and requirements*
- *Introduce the demand driven approach*
- *Describe the role of the BSP*
- *Introduce the basic elements of the BSP process*

SESSION 1A
Welcome, Introductions, and Orientation

Challenges facing state efforts to retain and create job
Presentation followed by participant identification and discussion of the environment we face in Michigan

The ABC Case – challenges at the business level
Using a case approach, participants recognize and discuss how these challenges are manifested at the company level.

The Business Solutions Approach
Brief presentation with Q&A
- BS is a system – a total approach
- Principles
- Elements: assets, partnership, method

BSP Services: moderated panel
Experienced Certified BSP describe and discuss what they do
Debrief relates to the BS elements

Business Solutions Professional 5 stage method
Review of the "what & how" of 5 stages with examples

Learning plan: course content and requirements
A detailed review of the syllabus

Individual Needs Assessment
Participants asked to write a short description of how they will use the training and what they need from the training; the information is seen only by primary instructors and considered confidential.

SESSION 1B
Demand driven Workforce Development System
A description of a demand driven approach as practiced in Michigan

Regional Asset (Resources) Mapping
Brief presentation followed by participants visually identifying assets available to businesses in Michigan; Following discussion, participants are assigned the task of creating a map of the assets their organization provides and sharing it with the class in session 2.

Regional Profiles
Brief presentation followed by assignment to describe their region using LMI; they are to describe the growth industries, the declining industries, the core industries, the developing industries, and the competitive industries to increase their awareness of what is happening in their region.

Collaboration & Partnerships
A simulation where interest groups must agree if community is to grow leads to discussion of what collaboration means and how it is achieved; the building and maintenance of partnerships discussion follows.

BSP Method: Entry -Leads
Participants began to apply the 5 stage process. They identify the varied ways that learn about companies needing services; exercise leads to later discussion on early warning networks.

Assignments
Review the mapping assets assignment; assign reading in textbook to introduce the role of the consultant; assign reading the detailed 5 stage method manual.

Closing
Instructors summarize the sessions, highlighting key points; take questions & comments; review next session agenda items. Informal feedback on the session

Session 2
The second session is designed to engage participants in the application of the process in growth/expansion situations. Each situation is different and requires the participants to consider different options and act in different ways. The cases require the consideration of relevant assets and the appropriate providers.

SESSION 2 A

Reconnect
Review agenda; ask for questions and comments; seek observations about the process

Asset Mapping
Participants post their maps for others to review and answer questions; provides information for the next step of asset mapping – mapping all the assets available to businesses in their area/region.

Regional Profiles
Participants are asked for observations on their regions and what they learned from doing the profile.

The 5 Stage Method
A detailed review of the method designed to prepare participants to practice using it.

Acme Case: Growth situation – Entry to Solution Design
In small groups, participants discuss what they do in this situation; exercise focuses on the first 3 steps; report out leads to discussion of the complexities of the situation; during fact finding, participants are introduced to problem solving tools: effective questions, 5 whys, cause & effect diagram, gap analysis

Closing
Instructors summarize the sessions, highlighting key points; take questions & comments; review next session agenda items.

SESSION 2B
Reconnect
Review agenda; ask for questions and comments

Working effectively in unionized companies
Participants learn about the regulations governing unionized employees, the effect of the collective bargaining agreement on work, and the role of unions. Participants, in small groups, develop questions around unions for a panel. The panel is composed of 2 BSP who are union reps and labor relations expert.

Aubouy Case: Growth situation in unionized company: Entry – Implementation
Participants practice the process in a growth situation in a unionized setting; in small groups, participants discuss questions around entering the company; this is followed by a live demonstration of an initial interview with company and union leaders. Then, participants discuss potential partners and the assets available to design a solution and implementation plan.

Assignments
Continue with step 2 of mapping assets assignment; assign reading in textbook on resistance; assign reading the "Layoff Prevention Summary Guide."

Closing
Instructors summarize the sessions, highlighting key points; take questions & comments; review next session agenda items; informal feedback on the session.

Session 3
The third session continues to build understanding of the BSP process and its application to at risk businesses. The focus is on the manufacturing sector. A learning exercise on working with all types of people increase skill in building productive relationships with company stakeholders and working effectively with partners.

SESSION 3A

Reconnect
Review agenda; ask for questions and comments; seek observations about the process

Layoff Prevention
Presentation describing efforts aimed at preventing layoffs, how to identify companies at risk, & how to work with company stakeholders to prevent it. Participants identify and discuss options available to business.

Layoff Prevention Technical Assistance Providers

Panel of providers focusing on services needed by at risk companies describe their service, their eligibility requirements, and how to assess and take questions; provides an opportunity to meet providers.

Working effectively with all types of people
An engaging exercise which helps an individual understand his/her own behavior and the actions of others.

Closing
Instructors summarize the sessions, highlighting key points; take questions & comments; review next session agenda items.

SESSION 3B

Reconnect
Review agenda; ask for questions and comments.

Layoff Prevention Case: Lansing Company
Participants practice the process to assist a company at risk of layoffs. In small groups, participants discuss questions around entering the company; this is followed by participants engaging in a simulated interview with company and union leaders. Then, participants identify the underlying issues at the company and discuss potential partners and the assets available to design a solution and implementation plan.

Layoff Prevention: Early Warning Networks
Participants discuss in detail all the sources of information available to identify companies at risk before there is a crisis. Participants share the formal early warning networks in their area/region.

Layoff Prevention: Targeting companies at risk
Presentation on using LMI to identify companies at risk

Company and stakeholder resistance
Participants discuss the resistance they observed during the simulation and how they managed it. Discussion expands to examples for "real" situations.

Assignments
Continue to work on mapping assets; assign reading in textbook on preparing for and managing presenting your findings to the company stakeholders.

Closing
Instructors summarize the sessions, highlighting key points; take questions & comments; review next session agenda items.

Session 4

The final course session continues to build understanding of the BSP process and its application to different types of situations including attraction and the opposite situation of closing. Participants learn to create workforce development proposals which outline services and the value those services represent to the company. The WDP case requires the participants to apply all they learned about the method, assets, partnership, and collaboration.

SESSION 4A

Reconnect

Review agenda; ask for questions and comments; seek observations about the process

Fieldwork orientation

Detailed requirements for fieldwork are reviewed.

MEDC: Present, Q&A

An interactive presentation by MEDC about assets provided and how MEDC works.

Attraction Situations

Participants practice the process in an attraction situation which requires partnership between partners. In small groups, participants discuss what they need to know about the company and the assets (options) available in this situation.

Rapid Response: Present, Q&A

An interactive presentation by the DLEG Rapid Response Department about services provided and how to access services

Closure situations and alternatives

A discussion of the options available to retain jobs even after a WARN is issued.

Closing

Instructors summarize the sessions, highlighting key points; take questions & comments; review next session agenda items.

SESSION 4B

Reconnect

Review agenda; ask for questions and comments; seek observations about the process

Workforce Development Proposals: guide and Mackinaw Case

Review of the WDP guide with interactive discussion. The case requires participants to "write" a WDP for the specific situation. Report out leads to discussion of the variances among the areas in terms of assets and their availability.

Learning Review: interactive discussion of the learning objectives

Participants individually and collectively demonstrate learning through their description and definitions of the learning objectives.

Challenges facing trainees in integrating the BSP approach into their work situations.
In small groups, participants discuss the challenges they individually face in practicing the demand driven approach in their organizations. Large group discussion follows of what is working and options available to participants following the course work.

Formal course evaluation
Written, confidential evaluation conducted by 3rd party external evaluator. Evaluator sends instructors a report of the findings.

Fieldwork consultations
Individual meetings about fieldwork

Adjourn